

## **Sales Conversion Financial Education & Consultants Expert Secrets Book Launched**

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New York sales funnel conversion and financial education expert Russell Brunson and marketing firm Empower Profit announced the launch of the book, Expert Secrets. The book serves as a guide to help salaried and self-employed individuals transform their skills, talents, expertise and experience into a viable and monetized business model. More information about Russell Brunson and the book Expert Secrets is available at <http://yoursecretbook.com>

Expert Secrets is a book that follows Russell Brunson's best-selling DotCom Secrets: The Underground Playbook for Growing Your Company Online. The book focusses on instructing people in the tools, techniques, and behaviors that leverage an entrepreneur's determination and skill to create opportunities for themselves. This opportunity enables anyone to be able to share their personal vision and impactful message with a global audience.

The company announced that complimentary copies of the book would be given away while online readers can preview the first four chapters for free. The 100-page preview offers readers insights into the experience of sales funnel consultant and thought leader Russell Brunson. The book also offers proven optimization techniques to leverage a wide range of personal attributes and business practices that are directly applicable to any business.

According to a spokesperson for Empower Profit, "Author, sales funnel consultant and thought leader Russell Brunson weaves sound marketing and financial advice into a poignant and personal account that gives new business owners and seasoned entrepreneurs the tools to rapidly transform any business from stagnant to profitable. By focussing on an entrepreneur's personal message over mere profitability, the book holds the secrets to enabling individuals to transform their own lives and the lives of others."

Russell Brunson is a best-selling author, entrepreneur, financial consultant and creator of ClickFunnels. ClickFunnels is a software tool that helps businesses focus on optimizing sales funnels and leveraging technology to improve profitability and growth. More information can be found at the URL above.

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