

## The Win Without Pitching Manifesto Blair Enns

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The Win Without Pitching Manifesto | Win Without Pitching. "The Win Without Pitching Manifesto is the most important book we've read in the last 5 years on how to build and grow a better service business. It's required reading for our partner team and anyone in our firm who participates directly in new business and client engagement.". MWM-CR (Review from Amazon)

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Since founding Win Without Pitching in 2001 (as a consulting practice, initially), Blair has advised hundreds of design firms, advertising agencies and other creative practices on six continents on how to deprogram themselves from the standard approach to winning new business. Blair's regular articles can be found at [winwithoutpitching.com](http://winwithoutpitching.com).

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The Win Without Pitching Manifesto by Blair Enns presents some very transformative ideas and guidelines to people and businesses who sell their thinking as a service. The book is organized into twelve sections where each section dissects a proclamation that you must declare in your business.

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You can buy The Win Without Pitching Manifesto as an ebook, book, or audiobook on Amazon. If you work for a creative firm, what's your take on the Win Without Pitching approach? If you're a client who's hired creative firms, what are your thoughts?

## **Win Without Pitching (Book Summary) | OptimWise**

Founder and CEO Blair Enns is the author of The Win Without Pitching Manifesto and Pricing Creativity: A Guide to Profit Beyond the Billable Hour. He lectures throughout the world on how creative professionals can win more business at higher prices and lower cost of sale.

## **Home | Win Without Pitching**

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## **Books, Packaging, and Branding for Win Without Pitching**

Today we speak with the author of 2 books, The Win Without Pitching Manifesto, and his latest book, Pricing Creativity. He's one of the world's leading experts on pricing for creative professionals.

## **253: Pricing Your Services with Blair Enns**

A manifesto of business practices for those who sell ideas and advice, The Win Without Pitching Manifesto lays out twelve steps--in the form of proclamations--that owners of creative businesses can take to distance themselves from their competition, regain the high ground in their client relationships and learn to win business without first parting with their thinking or writing lengthy proposals.

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