

# The door must be opened from the inside.



- ▶ How to be More **Findable** than a Smile at a Nudist Colony (8 strategies!)
- ▶ How to be More **Pursuable** than a Portuguese Pomeranian in Heat (5 strategies!)
- ▶ How to be More **Referable** than an Attorney Hopped Up on Sodium Pentothal (7 strategies!)
- ▶ How to be More **Requestable** than Freebird at Florida State Frat Party (8 strategies!)
- ▶ How to be More **Sellable** than a Case of Coors Light at a Colorado Rockies Tailgate Party (5 strategies!)
- ▶ How to be More **Successable** than a Jericho Tax Collector Hanging from a Sycamore Fig Tree (4 strategies!)

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Scott Ginsberg, aka, "The Nametag Guy," is the author of eleven books, an award-winning blogger, professional speaker and the creator of **NametagTV.com**. He's been recognized by CNN, ABC 20/20, The Wall Street Journal, FastCompany, MSNBC and COSMOPOLITAN as "The Authority on Approachability."

As the only person in the world who's made an entire career out of wearing a nametag 24-7 (since November 2000), Scott advises companies worldwide on how to leverage approachability into profitability.



35 Strategies for Increasing the Probability of Success in Business and in Life

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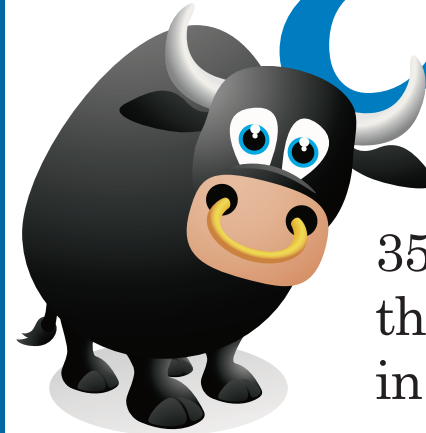


Scott Ginsberg

HELLO, my name is Scott's...

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## 35 Strategies for Increasing the Probability of Success in Business and in Life

"Quite possibly the smartest book of the millennium!"  
- Jane Ginsberg, Scott's Mom

From the guy who made a career out of wearing a nametag



Ginsberg