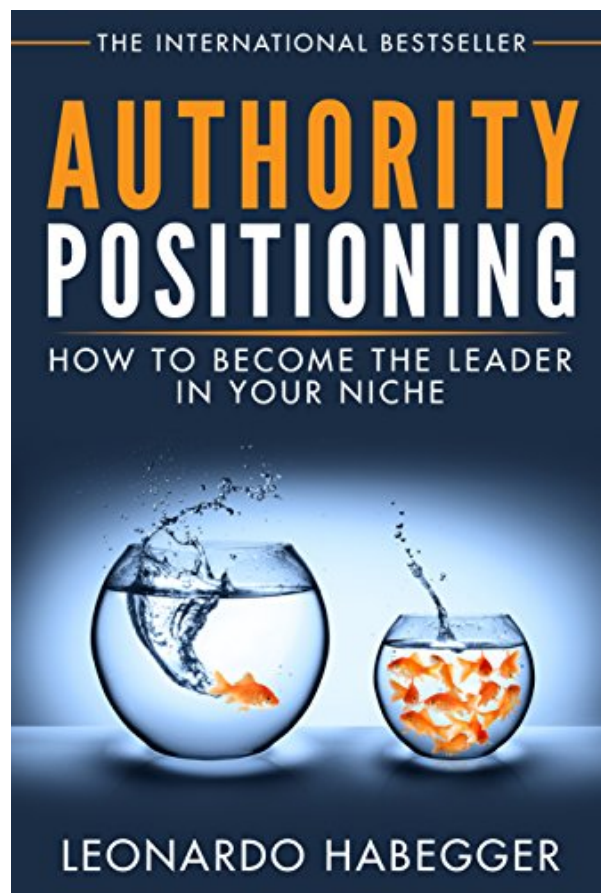


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## About the Author

Leonardo Habegger is a serial entrepreneur, the founder and co-founder of several companies in Europe and the States, and the creator of the Seven Millionaire Moves. Habegger is passionate about helping people celebrate their uniqueness and excel within their business niche.

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Authority Positioning allows you to be viewed as the trusted and valued expert in your business niche. Your positioning determines how your clients view you, whether or not they trust you, and if they will choose to do business with you.

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Use the Seven Millionaire Moves outlined in this book to develop Authority Positioning for yourself so you can achieve massive success!

In this book you will discover:

The 7 Millionaire Moves and how to use each one to position yourself as the expert in the eyes of your clients...

The 3 Most Powerful and Effective marketing strategies that will put you ahead of your competition...

The Top 4 Ingredients for Success that reveal exactly what it takes to have a winning business...

The must-do multipliers that catapult your authority to stratospheric levels...

and much, much more...

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## Most helpful customer reviews

23 of 26 people found the following review helpful.

Disappointing

By Evert Hoff

The book is very short. It covers many chapters with interesting topics, but doesn't actually say much about any of the topics. It is as if the book is an outline of a book to be written, but hasn't been written yet. It is also clear that no editor was near this book, because there are many errors that an editor would have picked up.

8 of 8 people found the following review helpful.

Well Organized Book Guides the Way to Finding Your Business Niche and to Becoming the Authority in that Niche

By nuwslink

Books that major on the theme of small business – and marketing a small business – are numerous and offer many different approaches. Some give practical marketing techniques and strategies; some focus specifically on social media; still others present a nice mix of online and off line methods of marketing.

You would be hard-pressed to find one that comes right out of the chute with a challenge to the reader to stop and take a serious assessment of the inner person. Authority Positioning: How to Become the Leader in Your Niche does exactly that.

Why would author, Leonardo Habegger, start out in Chapter 1 with a discussion about the reader's uniqueness? Because so much in life centers around, and is dependent upon, our own personal self-view.

Quoting Leonardo's book:

If your self-view fails to appreciate your strengths, those strengths may waste away.

If your self-view fails to pinpoint and understand your weaknesses, then your weaknesses may take over.

If your self-view fails to recognize your core values, then you may be working against those values and never understand why you're miserable.

Once the issue of self worth is examined and explained, the author guides the reader through the rest of the 7 Millionaire Moves.

This well-organized book opens wide the path to not only finding the perfect niche for your business, but to becoming the authority in that niche.

Leonardo's long-standing, successful career in a wide variety of business undertakings, sets him apart as one who deserves to be listened to. He writes from first-hand experiences.

Whether you're just now launching a new business, or you've been around the block a time or two, you'll gain a great deal of insightful information from this book.

Norma Jean Lutz

5 of 5 people found the following review helpful.

Well presented actions steps, which are easy to follow to your own authority position

By Joerg Weisner

Leonardo Habegger, who built up several very successful companies gives in this book an in depth view, how you can do it yourself. He delivers a step-by-step path to moving into your own authority position in your chosen niche.

He does this in a reader friendly way, concentrating on the most important tasks.

Really helpful are the recommended actions steps which are summarized at the end of each of the seven millionaire moves.

What I really love, is the strong impact, he puts on the first two moves, the „Me“ and the „Mindset“. They deliver the foundation, and only if they are taken care of, the other 5 moves will be successful.

See all 24 customer reviews...

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