

## Testimonials

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**Dr. Ivan Misner -- founder of BNI**, considered the father of modern word-of-mouth marketing:

*60 Seconds to Success provides a step-by-step blueprint for creating a cohesive, tactical, and strategic word-of-mouth marketing plan that will yield powerful results! Hector Cisneros clearly outlines how to produce effective 60-second presentations that will help you network your business like a master networker and empower you to develop a finely-tuned, measurable, results-driven referral marketing strategy that will propel your business toward lasting success.*

Ivan Misner, NY Times Bestselling author and founder of BNI® and Referral Institute®

*Thank you so much for writing this book. I love the memory hook section; I will be using your examples at my next meeting. I can only express how positive and useful your book has been. You have done a great job in breaking it down to simple, manageable, step by step pieces.*

Terri Preski, BNI member and AFLAC Independent Agent

*What a great book. When I first tried the “networking thing” I did not get it and networking was not working for me. Then I met you several years ago and you kept talking about the need to follow a proven systematic approach. Your book captures that approach and using it has created some great referrals for my business.*

Cal Heseman, Business Broker, Transworld Business Advisors, BNI member

*“I have known Hector Cisneros for nearly 3 years and as a business coach, I feel very strongly about his ability to help other business professionals. I highly recommend his new book "60 seconds to success" to anyone interested in improving how they communicate their business message, make better connections, and growth their bottom line. Hector is a business owner and knows first hand what it means to develop an effective word of mouth referral network. For less than the price of eating out, you can learn techniques that may be worth millions to you.”*

Lori Day, creator, New Day Solutions, Inc.

*“It didn’t surprise me that Hector cut to the chase in his book. He does that during every interchange and conversation. I appreciate his concise, to the point, on point advice designed to generously share his best practices. Following Hector’s admonition makes successful networking as effortless and natural as taking a breath.”*

Rebecca Walden, First Coast Signs Inc. and BNI member

*“In my opinion, Hector brings a rear gift to the world of word of mouth marketing. He has a remarkable ability to assist business owners and professional by teaching them proven techniques that allow them to connect with their customers. Hector’s new book not only helps professional and business owners create a better word of mouth strategy; it also gives them tools they can immediately put to use to make measurable changes that produce results. If you love using word of mouth as a marketing tool, or you just want to obtain new clients; then get this book. You will be grateful that you have gained his knowledge. As Hector would say, It really works!”*

Tresa Calfee, Owner, Successful Campaigns, LLC