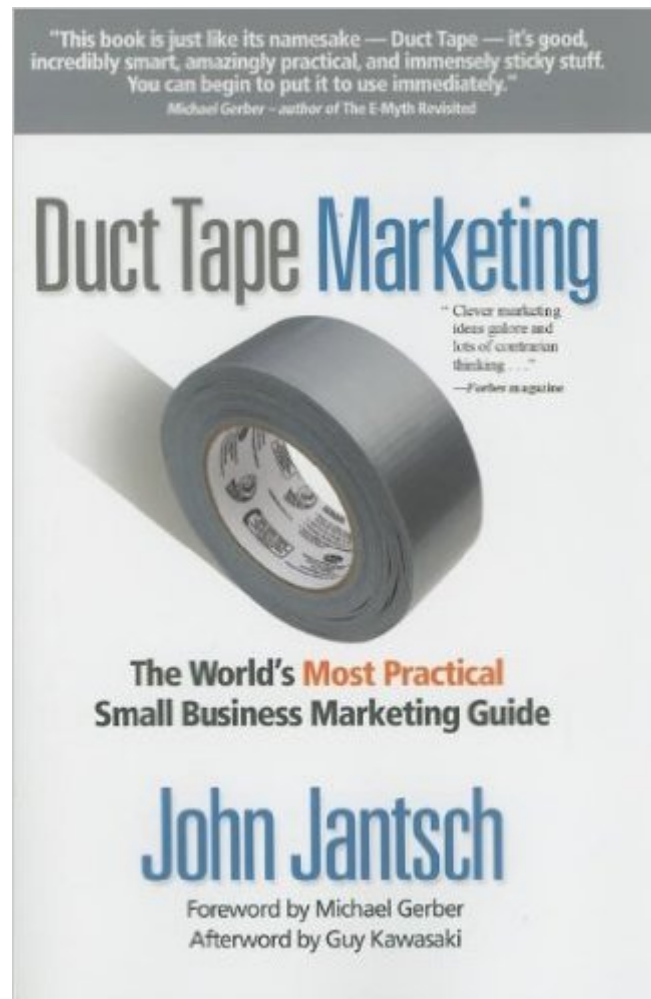


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Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide



Synopsis

Duct Tape Marketing is the small business marketing road map - A collection of proven tools and tactics woven together in a step-by-step marketing system that shows small business owners exactly what to do to market and grow their businesses. This guide combines insights gained from over twenty years of successfully working, in the field, with real-life small businesses. There are no theoretical complexities presented in Duct Tape Marketing - just simple, effective and affordable marketing that sticks. CAREFUL! Duct tape is a serious tool... it sticks where you put it. So are the ideas in this book. If you're ready to make a commitment and are willing to make something happen, John's book is a great place to start.--Seth Godin, author of *Purple Cow* For all those who wonder why John Jantsch has become the leading advisor and coach to small businesses everywhere, Duct Tape Marketing is the answer. I have never read a business book that is as packed with hands-on, actionable information as this one. There are takeaways in every paragraph, and the success of John's blog is living proof that they work. Duct Tape Marketing should be required reading for anyone who is building a business, or thinking about it.--Bo Burlingham, editor-at-large, Inc. magazine, and author of *Small Giants: Companies That Choose To Be Great Instead of Big* Duct Tape Marketing is a worthy addition to the growing library of how-to books on small business marketing -- concise, clear, practical, and packed with great ideas to boost your bottom line.--Bob Bly, author of *The White Paper Handbook* With the world suffering from depleted reserves of trust, a business that sells plenty of it every day tends to create the most value. The great thing about trust as a product feature is that it delivers exceptional returns. With this book, John Jantsch has zeroed in on exactly what small businesses need to sell every day, every hour.--Ben McConnell, co-author of *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* John Jantsch has provided small businesses with the perfect perspective for maximizing all marketing activities - offline and on. Jantsch has the plan to help you thrive in the world of business today. Read it, all your competitors will.--John Battelle, cofounding editor of *Wired* and author of *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture* Duct Tape Marketing is a great read for anyone in business. It has fresh ideas laid out in a practical and useable way. I highly recommend this book for growing any business.--Dr. Ivan Misner, Founder of BNI and Co-author of the New York Times bestseller, *Masters of Networking*

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Customer Reviews

I read a lot of business books, and in my opinion there are two things that make this book unique. The first is the focus on the needs of small business. Many marketing books have lessons that small business owners can apply to their business, but this book focuses squarely on the needs of the small business owner. As a result, you will find a lot of practical advice that you won't have to spend a fortune on to implement. The second thing that I think is unique is the focus on marketing as a system. Many books address a particular aspect of marketing - defining your target market, lead generation, marketing metrics, product development, etc. This book focuses on creating a complete marketing system - from defining your marketing strategy to implementing that strategy in your day to day operations. The first part of the book walks you through the steps of building a solid foundation. Beginning with the user friendly definition of marketing as "getting people to know, like, trust, buy from and refer you to others", the author shows you how to identify your target market, develop your core marketing message and then communicate that message with marketing materials that educate. The second part of the book shows you how leverage the foundational work you did in part one by applying different marketing tactics (advertising, PR, direct mail, etc.) in order to attract more of your ideal customers. The third part of the book discusses how to put your marketing on auto-pilot by systemizing your marketing tasks and creating a marketing plan, budget and calendar. The appendixes are filled with additional resources to help you get started on your marketing plan.

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