

# **Duct Tape Marketing: *How To Create The Ultimate Small Business Marketing System In 7 Simple Steps***

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**John Jantsch – 816-561-3931**  
[John@DuctTapeMarketing.com](mailto:John@DuctTapeMarketing.com)

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# **Duct Tape Marketing – How To Create The Ultimate Small Business Marketing System In 7 Simple Steps**

By John Jantsch

Let me get right to the point. The single most powerful small business marketing tool on the planet is a marketing system. Now before you roll your eyes and run for the hills let me clear a few things up.

But...when I talk about a marketing system I am not referring to those academic exercises found in college marketing books, or the templated mumbo jumbo found in business planning software. I will not be asking you to determine your share of the market today. Give me a break, share of the market, most small business owners just need to figure out to get ten more customers.

A marketing system by my way of thinking is a simple (in many cases one page) document that specifically answers who you are, what you do, who needs it, how you plan to grab them by the throat, when you plan to do it and how you plan to pay for it...in a way that everyone in your organization, network, and client base can clearly understand.

Now that was a mouthful so let me back up a moment. Small business owners are doers, not planners. While doing is better than, say, mildewing, without direction, it leads to “marketing idea of the week” syndrome and stunts any chance a small business has for real growth.

Take one day, follow these 7 simple steps to creating the most powerful small business marketing tool on the planet, and your life will become a much simpler affair. Flowers will grow where weeds had previously resided, your children will say thank you at the top of their lungs, and your favorite baseball team will finally make that run for the pennant.

Well, maybe none of that will happen but you won't be as irritated when it doesn't. So on to the 7 steps.

# Step 1

## Narrow your market focus

Look at whom you are currently doing most of your business with. Figure out why they do business with you and what it is about them that is unique. Write one paragraph that describes what they look like and what they want out of life. Take a good hard look at the rest of your clients and customers and decide if they fit that description of your best client. Start saying no when the phone rings and it's not your target market calling.

One of the best things most small business owners could do is fire some of their clients. I know, I know, that wouldn't be nice would it.

Look there are lots of really good reasons to dump some clients. I'm sure you've got some clients that drive you crazy and make you run in circles and just don't seem to understand why you want to be paid on time.

But guess what...if you have clients like that...it's your fault...

See, if you're like most small business owners you pick-up that phone and if the person on the other end of the line says they want to hire you, never mind that you don't really know how to do what they are asking for.

That's how you get toxic clients and that's why you can't ever seem to take your company to the next level.

The most important thing you can do if you want to grow your business is to figure out just exactly who makes a great customer, what you can do that could make them ever greater...and then narrow you market focus to that and only that.

Start saying no to clients and work that doesn't fit or you will never get your head up enough to see where you are going.

Unless you narrow your focus and tell the world here is what we do and here is who we do it with then you will never been known for anything.

**And let me tell you one thing with a high degree of certainty. As a small business if you can't get known for something then you will always compete on price.**

**It can feel scary at first to start telling potential clients that you might not be the right fit but trust me, you and that client will be much happier you did. (Refer them to someone you don't like - I mean, find another way to help them and it will surely come back around to you.)**

**Take a look at what your best clients look like and stop chasing anything that looks different. Become an expert at serving a narrow market niche and you will start to grow "profitably" in leaps and bounds.**

## Step 2

### Position and differentiate your business - then raise your prices

Figure out what it is that you do best, figure out what your target market longs for and tell the world that you do that like no one else ever thought of. Maybe it's serving a niche, maybe it's a form of service, maybe it's a way you package your products. Here's a hint: you probably don't know what it is. Call up 3 or 4 of your clients and ask them why they buy from you.

It is getting harder and harder to stand out these days because people have too many choices. Go to the grocery store and you will find 19 kinds of milk, 243 kinds of yogurt, 66 kinds of mouthwash, and 141 over the counter pain relievers.

The long-term success of your business lies in your ability to stand out in a crowd. Of course, the class clown always found a way to stand out and get attention, so when I mean stand out, I mean in a way that matters to your clients. It's not enough to simply grab attention; you've got to grab it with a solution or a point of difference that matters in your buyer's mind.

From a marketing stand point, the way you differentiate is by taking a proactive role in creating something called positioning. Positioning is simply how your target market defines you in relation to your competitors. You have this position or perception whether you created it intentionally or not.

Now most small businesses never actively create or communicate any form of positioning so they get labeled with the market's favorite position—commodity. This position stems from the market's perception that all accountants, lawyers, plumbers, electricians, your profession here...are the same.

Then, in an effort to try and tell one from another, the potential client is stuck with using the only thing they can measure—price. Price is a very bad place to compete. There is always someone willing to sell it cheaper.

You've got to get out of the commodity business and the way you do this is to show how you truly do have something unique, something of great value, to offer. You don't necessarily have to be the best at what you do to succeed in this game, you just have to be able to communicate how you are unique in a way that spells value. Then you must use that difference as your core marketing message, driving it into everything that you say and do.

So how do you locate a position and begin to own it.

The first thing you must do is begin to look for positioning opportunities. Opportunities generally lie in one of two places—your clients or your competitors.

To discover a difference that matters to your clients look first to problems that you can solve. Uncover frustrations that your clients are living with by asking them. Find out why your customers keep coming back to you. Ask them what you could do better. Listen carefully for their responses to these questions. Quite often they will tell you exactly what your positioning is. At that point you may simply need to find ways to communicate it.

Your competitors are another great place to look. Often you can find a competitor (in your town or not) who is profiting from a certain position. Maybe you will discover that no one else has taken a position and you can own it. Be on the look-out for phrases like, "well, that's the way everyone in this industry does it." If a client or potential client ever makes this statement to you pay attention.

Once you discover how you can deliver something that is unique, you must find a target market that cares about that difference and own it in their minds. You see not everyone cares about price. Some folks will go out of their way to be entertained or to be treated special.

Family businesses will seek out professionals who specialize in working with family businesses. People going through a divorce will listen when a financial planner shows how they excel in this niche. An architect who says that they specialize in design build will attract partnerships with contractors who pursue design build work. An electrician who offers an on time guarantee will attract business from those frustrated with waiting around all day for a repair. An auto repair shop that communicates how it won't talk down to women or fix unnecessary items will naturally attract people who value those things.

**Is positioning starting to make sense? Find something in your business or industry that matters and then concentrate on attracting everybody who cares about that. If you don't do this initial marketing step, then most of your marketing efforts will be wasted.**

## Step 3

### Create marketing messages and materials that educate

Recreate all of your marketing materials, including your website, so that they speak only of your core messages and your target market.

Many business owners have been sold on the notion that they need a tri-fold brochure or they are not really in business. I'm telling you right now, forget it...everybody's got one and no one uses it.

Your potential clients need an education. They need to know how you are different. (The typical tri-fold brochure simply confirms that you are the same.)

No single brochure can grab your prospect's attention, hold it, and demonstrate how you are uniquely qualified to solve their greatest challenges.

If your marketing materials are to do as stated above then they must go much deeper than you may be used to seeing. Your prospects believe that your firm is pretty much like any other firm that does what you do. On the surface they are right. If you are an electrical contractor, you probably do wire a ceiling fan the same way every other electrician does. The difference though is in the way you provide the service, the experience, the way you communicate, your professionalism, your training, your 27-point safety checklist, your story.

That's the stuff they need to hear about. That's the stuff that will make them say, "This is someone I can trust coming into my home."

Your business should create the following pieces of information and format them in a way that will allow you to print them inexpensively and update them often.

1. A pocket folder - A multi-use workhorse, this piece alone, if designed well, can send the message that you are in business to stay. (This one will cost a little but it has many uses)

2. A template - This should be a professionally printed piece that carries your logo and contact information but is different than your letterhead. This is the base piece then for the following pages that insert into your pocket folder.

+ An executive summary - Hit them with how you are different and shower them with benefits of doing business with you. Don't tell them what you do. This is where you will communicate your core marketing messages. If you have an unheard of guarantee, if you are faster, smarter, cheaper...let's hear about it on this page.

+ A list of services - Okay, now tell them what you do or what you offer. You may even need to create a sheet for each of your services or different service areas.

+ Case Studies - Pick representative clients or industries and outline how your product or service solved someone else's challenge. People learn in different ways and case studies allow them to see themselves getting relief.

+ Testimonials - Get quotes from real live clients and create a page titled - "See what others have to say about us."

+ Process Description - Show them how you do what you do. Create detailed checklist and flow charts that show them how you keep your promise. In many cases you have these anyway but by making them part of your marketing you can demonstrate how much more professional your organization is. These also help you justify why you charge a premium for your services. Many people underestimate how much really goes into delivering a quality product or service. So show them.

+ Your Story - Many companies have interesting or even gut wrenching histories. Tell them your story in an open, honest, and entertaining way and you will win their hearts as well as their heads.

All of the above pieces can, in many cases, be word-processed files that are laser printed onto the template I described above.

This format allows for very inexpensive printing and a great deal of flexibility when you need to update, change or even personalize your magnificent marketing materials. (Wait...this looks like a pretty good layout for a website too!)

**Will they read all of this stuff? Like all marketing efforts, some will, some won't but the one's that do will pay a premium to acquire the services of someone so obviously magnificent.**

# Step 4

## Never cold call – Automatic Lead Generation

The first goal of your marketing efforts should be to turn your suspects into prospects.

One thing you need to get through your head is that people don't like to be sold to and that they really like to buy products from companies that they feel they can trust. The problem is that most firms want to skip right on over this and go for the sale in the giant pool known as their target market.

So...what happens...their advertising efforts fail and they conclude that advertising just won't work for a small business on a small budget. Wrong. Advertising works very well if you take the right approach.

Let's assume that you have a rough idea of who your target market is and you can describe them in terms of demographics and maybe even figure some of the publications that they read or even acquire a list of these folks.

At this point you have nothing more than a list of what I call "Suspects"; you suspect, based on some characteristics, that this group of people need or want what you have to offer. To assume any more than that is foolish.

So the first goal of any marketing effort of any kind should be to create ways to turn portions of your suspect list into "Prospects." Not customers but prospects. A prospect is someone who fits the description of your target market who responds to an offer by you for more useful information. Get this point: more useful information.

Remember the point about how your potential client must first come to trust you. The surest way to build trust is to offer something of value in the way of education or entertainment first, before you try to sell anything.

Teach your prospect, show them value, and then give them something they can use to make their life better and the sale will come. In fact, if you do this step

right, the sale will be their idea, not yours. Skip this step and you are just selling to people who don't want to be sold to. (That's why they call it cold-calling)

The best method for implementing this strategy on a wide scale basis is what I call 2-Step Advertising. With 2-Step Advertising you simply use your ad space to promote your free offer of information, education, sample, trial, tutorial, workshop, report, book, survey...you get the point I suppose.

Then when someone responds via 800#, e-mail, snail mail, they have in effect raised their hands and said, "OK, you may sell to me now."

Now out of the haystack of your target market you have begun to identify "prospects" who by virtue of the action of responding to your first offer have qualified themselves as someone who not only wants and needs what you do, but may need, want and appreciate what you do right now.

At this point you can shift a great deal of marketing energy to this group because they want it. Now you can afford to spend time and money on this much smaller group, knowing that a high percentage of them can be converted into buying customers and maybe even life-long buying customers.

A couple of words of warning. Your report, or mini-course or whatever it is that you offer through your 2-step advertising must be of value. Don't hold back here, over deliver. Don't offer free information that is simply a sales package in disguise. Yes you can deliver some information on your firm and how wonderful it is but what you must also deliver is something useful. Think of this a trial period. Your potential client is checking you out to see if you have anything to offer.

Give them the kitchen sink. Make their world a better place. Tell them how to solve a problem. Don't hold anything back for fear that they won't need you after they read the report...they will always need you.

As well as generating a healthy flow of hot prospects, this tactic will also help differentiate your firm from the hundreds of others out there that say they do what you do.

Capitol Painting, a local commercial painting firm, offers architects and contractors a free information package and seminar on the highly technical aspects of paint and wall covering specifications. This course helps them better

understand the ways in which many of the various trades need to work together on a job site to ensure a quality finished product.

Every architect who has ever chosen a finish for a project has had to deal with various sub-contractors pointing fingers of blame when something didn't work out. With Capitol's help, the architect learns how to create a better product and more importantly a happier customer.

Now do you think that information gives Capitol an edge? Do you think other painting contractors go to such great lengths to help their clients?

After 15 years of playing with this concept I am more convinced than ever that every size, shape and type of business can benefit from this strategy.

# Step 5

## Converting Leads To Clients

Sadly, no matter how brilliant your marketing is, how pretty it is, how expensive it is...the only question worth addressing is this - Does it sell?

Most businesses focus all of their marketing attention on advertising or lead generation. That's fine, you've got to make the phone ring but, if you don't turn a significant amount of those leads into new clients then your marketing is little more than an exhausting and often expensive exercise in grab a\*\*. (sorry about that, my high school football coach used that term when we weren't accomplishing anything - and it seemed to work here.)

Marketing is lead generation and lead conversion...well, come to think of it, it's also customer service, but one step at time.

Don't even think about running an ad or sending out a direct mail appeal until you have fully scripted what you are going to do when the phone rings.

You must have planned in advance what you want the client to experience, what you want them to know about your firm, what you want them to do next. And the way you do this is to document it right down to scripting the words you are going to say.

You can't just wing it. Winging it is what lands clients that turn into nightmares.

The greatest value of a true lead conversion process is that it puts you in control of the marketing relationship and allows you to present your value in the way you want your client to understand it and experience it. Anything else allows the client to come to their own conclusions.

Far too much of the popular selling wisdom today promotes the probe and listen for pain, redirect and reposition style. That, to me, is how you end up telling the prospect what you think they want to hear and that's just not going to work in the long run.

A lead conversion process should be more like an internal seminar. You walk the client through a process and educate them in a way that presents what you need them to understand. Now, that approach won't be for everyone but you don't want everyone as a client.

You want clients who get and appreciate what it is you do. The only way your clients will come to understand and appreciate what you do is if you can demonstrate it in a logical and systematic way. Think of in terms of teaching them. First they need to know this so they can build upon this.

Here are a few pointers for creating your lead conversion system.

Know you want the client to do when you advertise. - Call them to action, a phone call, a website visit, a reply coupon.

Only attempt to do one thing with each contact. First get their attention, then go for an appointment, then present your research, then ask for an order

Take control of the appointment. Set the agenda and make it a valuable use of your prospects time.

Always set next steps. Always get a yes or a no to process.

# Step 6

## Expect referrals and slash the advertising budget

You must create a referral marketing engine that systematically turns clients and referral networks into 24 hour marketing powerhouse. The first step in the system is to make providing referrals a condition of doing business with your firm.

That's right, many business owners have built their entire business using this one simple, but powerful strategy. People want to do business with other people they know, like and trust and by creating referrals you automatically borrow upon some one else's trust. For the small business owner this is a crucial point.

You see referred clients, if properly qualified, will turn into your best customers and will likely put a higher value on what you do and be less likely to leave for price.

So you get that you should generate referrals and maybe you even do so occasionally, but you want to generate a flood of referrals, right?

Here's how:

Deserve referrals.

If your business or service doesn't wow someone than who is going to refer you another? Consistently generating referrals is a bit of a mindset. Tackle every customer you generate as though your sole purpose in serving them is to generate a referral. Now, would that change your approach to service? Now you're not a sales person, you're a service person.

Target referral sources

Just as you must target your clients you must also target those clients, vendors, influences peddlers, or contacts most suited to generate the kinds of referrals you are after. Then you must educate them on just exactly who and what makes a good referral for your business.

## Ask

People love to give referrals. Think about the last time you got a great deal on something or someone went over and above to help you—what was the first thing you did? You told everybody, right? Don't be shy about asking for referrals

### Tell them how you intend to follow-up

The single greatest reason your friends, neighbors and clients may resist handing over referrals is because they had a bad experience in the past. They gave an eager sales person the names of their family and he still hasn't stopped hounding them. Let them know exactly what you plan to do and how you plan to do. Ease their past concerns and don't hound your referrals.

### Make it easy for them

Don't just ask if they know anyone who might need what you do. Give specifics. I know a financial advisor who wants to work in certain high income neighborhoods. When he meets with his clients he puts a list of 50-75 names in front of them and asks if they know any one on the list. He always comes away with several highly qualified leads.

### Let them participate

Don't just jot down names and head out into the night, ask them to call, email or write on your behalf. Hand them a suggested letter of introduction that explains what you do and why you will be contacting them. Get your client to mail a letter on your behalf. Placing a call on your client's recommendation can open some doors but nothing beats a heart felt letter of endorsement

### Ask for testimonials

One very passive way for people to refer business to you is to ask them to write a letter that details some of the very specific benefits that they have gained working with your firm. The more the merrier.

### Follow-up

When you acquire a lead, make sure that you act upon it quickly and make sure that keep the communication open with your referral source. Let them know how much you appreciate their help and always let them know if you turn the lead into a client. Cigars and single malt scotch are my preference.

### Reward them

There are many, many ways to encourage your clients and contacts to send you referrals. You can give them free or discounted rates on their own needs as a reward. You can send them a thank you in the form of a discount to pass on to a friend. You can give them cash. You can create a contest among your clients and give away a special prize to the client who refers the most business. You can create your own currency and give it away as an incentive. You can partner with a non-profit agency and give a portion of all referred business to that agency. You can send a gift to someone's office, such as balloon bouquet, and generate so much buzz they are forced to talk about how great you are.

Finally don't forget to make generating referrals an expectation of every client relationship. Let your clients know going in that you fully expect them to be so thrilled with the service you provide that they are expected to give you ten qualified referral within the next six months.

Just saying that to every new client you land will make them realize that they made a great decision to choose to do business with your firm.

I have created what some are calling the ultimate small business guide to referral marketing. **[Referral Flood](#)** – *How to create a flood of new business without spending one dime on advertising.*

If you think this chapter was powerful, take a peek at Referral Flood and get ready to discover over 50 step-by-step referral marketing systems that can send your marketing through the roof.

# Step 7

## Get famous

The market for what most businesses offer is so crowded that it is very difficult to stand out. But, in order for the small business to succeed, it must be able to stand out in a crowd.

One of the greatest ways to do this is to position your business or you the owner of that business as an expert in your chosen field.

When a potential client is trying to determine one firm from another, do they go to the firm that has a nice marketing brochure full of color pictures and promises or do they go to the individual who is a recognized leader and expert.

Okay, so that's the easy part. How do you become an expert?

Let me just tell you a little secret, you are an expert to some degree or you wouldn't ever convince anyone to give you a couple of bucks to provide a service, right?

The only difference between you and other so-called experts is the way in which you communicate.

It's kind of like in the Wizard of Oz. The wizard didn't make the scarecrow a genius; he simply gave him the piece of paper that proved it to the world. So all you need is your piece of paper.

Here are some of the easiest ways to begin to be recognized as an expert in your field. (By the way, experts charge a premium for their services and can be really picky about who they take on as clients.)

**Write articles**

Pick a hot, or at least useful, topic in your field and write an article about it.

Think that's too hard? Then make up a list of the top 10 things to consider when doing whatever it is you do.

Make contact with a publication that is read by your target market and then send the article to them. It is a good idea to be familiar with the publications you are trying to write for so that you can match their needs and style.

When trying to break in to this, don't go straight to the top. Go for in industry or Internet newsletter. They are much more open to beginners and nobody cares that only 5 people read your article. You're published. By the way, published articles make great marketing materials when reprinted.

### Create a Workshop

Offering workshops that can attract potential clients is a great way to cultivate your expert status.

Groups of all shapes and sizes need speakers for lunch and dinner meetings. Work on your presentation skills in these free and often very friendly settings so nobody gets hurt while you are in training.

You can branch out to bigger and better things and may even be able to look at your workshops as an additional revenue stream once you develop a bit of a following. Don't forget industry trade shows and Internet channels either.

### Get Quoted

Make a list of every reporter you can find that covers your industry and then begin to routinely send them interesting industry data, surveys, stories, and ideas. Don't pitch them on your firm; just become a trusted source of information.

In time, they will begin to seek quotes and information from you after you have proven that you can make their job easier.

Most reporters are trained to find at least three sources to quote in every article they write. Now you know how to become one of them.

...according to industry expert Cindy Lou, blah, blah, blah

## Conduct A Survey

Everybody wants to know what the numbers say. Look for ways to measure some hot or even kooky trend in your industry and then conduct a survey (scientific or not) that can be turned into an interesting story or tidbit for publication.

There are many companies that use this technique often to hold the position of industry trend spotter and leader.

## Write A Book

Nothing says expert like a published author. Don't discount this one as too hard for you to do. If you do a little research on the topic of publishing you will discover that, while not a cakewalk, it has become much easier to do.

Professionals often find that this is the most powerful marketing tool they will ever develop. (Plus you get better seating at all the fancy restaurants)

So cowardly lion, I hereby award you for meritorious conduct in the face of small business marketing warfare the official title of expert. Now go for it.

# A Bonus Step

## Harness the Internet

When I talk to many small business owners about the Internet and ways to use it to grow their business I often encounter this response. "That's just for people trying to sell stuff to people all over the world" or "I tried that and it didn't work for me."

Whenever I hear that type of talk from small business owners I cringe.

Let me get to the point. You must be on the Internet. You must find ways to use Internet based tools such as email to enhance your marketing efforts.

Most of the Internet resistance that small business owners harbor stems from a couple of places. First of all they may have bought into the initial Internet hype that made it sound as though any business could set up a web site and start raking in cash.

The other perception that keeps businesses off of the net is the belief that since they are only trying to do business in their community or maybe even their tiny little neighborhood the Internet and Internet based tools have nothing to offer.

Let me say it again. "You can use the World Wide Web even if your market is the Guy Next Door." The cost of developing a web site and web hosting have become so inexpensive there is no excuse to pass on this form of marketing.

The first thing you must understand is how most people use the web. While there are some folks who fire up their computer to go shopping, most people use the Internet as a tool to gather information. Now they may use that information to make a purchase decision but first they will gather.

So it stands to reason that as increasing numbers of people turn to their computers for research purposes, the businesses that are ready and waiting to provide that information stand to gain over those who fail to meet this need.

I know many people, myself included, who use the Internet like a giant phone book. It is easier for me to locate a local business or service with a few clicks than to plow through a phone book.

As regional web directories and search portals grow in popularity, gaining listings in them will be more important than a Yellow Page listing.

Most businesses should look at their web sites as a way to provide information and customer service first and as a way to generate leads and perhaps sales second.

A web site also allows you to enhance your advertising efforts by placing free detailed information, reports and beneficial content in a place where anyone can retrieve it. The web lets even the local neighborhood store deliver information on things such as special offerings, coupons and client previews.

Smart marketers will use a web site to get customer feedback. A web site is a great place to store all of your company's printed sales and technical literature.

The ways to use a web site in your business are endless.

A web site is not the end all of marketing it is simply another very powerful marketing tool. To ignore it is to limit the ways in which a client or potential client can build a relationship with your firm...and that would be a costly mistake.

Check out this Internet Marketing site for a full host of resources, tips and strategies for using the Internet as a marketing tool for your small business.

[Duct Tape Internet Marketing](#)

## So, where do you go from here?

There really are two ways for you to put the information in this guide to work for you.

### **The Do It Yourself Plan**

1) Go get the entire Duct Tape Marketing System. When you buy the Duct Tape Marketing System you will have a step-by-step guide to each of the components outlined in this report. In addition, you will receive tons of real life examples and all the tools and forms you need to create a powerful marketing plan.

### **Like This Book? Want To Get the Complete Version?**

**Coming September 2004 - Duct Tape Marketing: *How To Create the Ultimate Small Business Marketing System in 7 Simple Steps.***

Get the complete details of how to implement each of the steps presented in this book. Complete with forms, examples, checklists, and everything you need to turn your business into an autopilot marketing machine.

### **Or the Guided Plan**

2) Hire a marketing coach. Look, you know what you do best and I'm guessing you are reading this guide because marketing isn't it. Or, maybe you know all about marketing, but it just never seems to get done.

Hire a marketing coach to help you complete the ultimate marketing plan and you get one-on-one attention from a marketing pro who can help you craft a powerful marketing plan, hold you accountable for completing the each step and then show you just how to implement the plan to grow your business

John Jantsch has over 20 years of experience working one on one with small business owners. Let him show you how to create marketing that work.

Find out more by contacting:

**John Jantsch**

201 Wyandotte, Suite 101c

Kansas City, MO 64105

816-561-3931

[john@ducttapemarketing.com](mailto:john@ducttapemarketing.com)

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