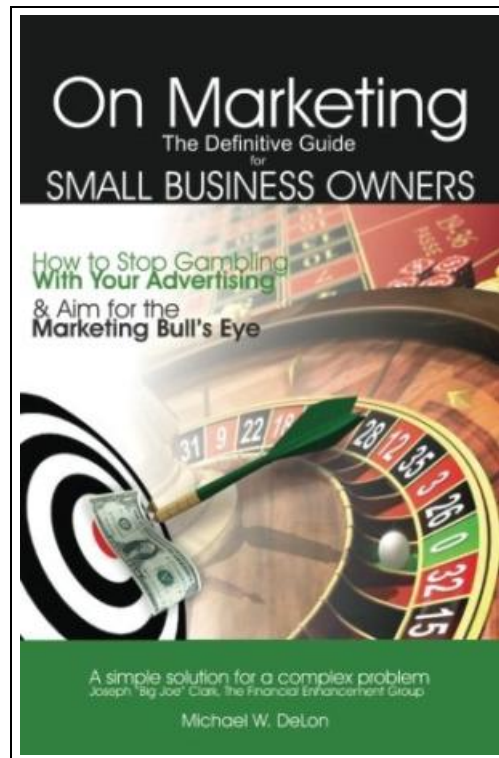


On Marketing The Definitive Guide for Small Business Owners



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ON MARKETING THE DEFINITIVE GUIDE FOR SMALL BUSINESS OWNERS



Reformational Marketing. Paperback. Condition: New. 138 pages. Dimensions: 8.5in. x 5.5in. x 0.3in. This is designed to be a reference book. My hope is that you won't read it once and put it on a shelf. I hope it will become a constant companion to remind you of what it takes to grow your business. When we meet, I'd love nothing more than for you to tell me that you have every page highlighted, dog-eared and underlined. That this book has helped you break free from the bondage and waste of traditional marketing methods and has been a catalyst for explosive business growth. As I talk with business people I hear a consistent theme. They know they have to advertise, but they aren't sure how to make it work. I think it was J. C. Penney who said: I know at least half of my advertising does me no good at all, but I can't determine which half. And for some unknown reason, media companies, advertising agencies and business owners have accepted this as truth and wear this as a badge of honor. I think that's foolish! And in this book I'm going to explain why. Marketing is Everything You Do to GAIN and RETAIN a Customer. About the Author Michael DeLon is the founder of 90Day Author. He's an author, marketing strategist and business growth coach who specializes in helping small business people position themselves as the expert by publishing their own book. Then Michael teaches them how to use their book to Attract, Engage and Retain customers for life while stimulating Referrals. He's a straight shooter with over 25 years of experience studying, applying, and fine-tuning these marketing strategies, which allows him to find SMART Solutions that others never see. Marketing doesn't have to be a gamble. Michael can...



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