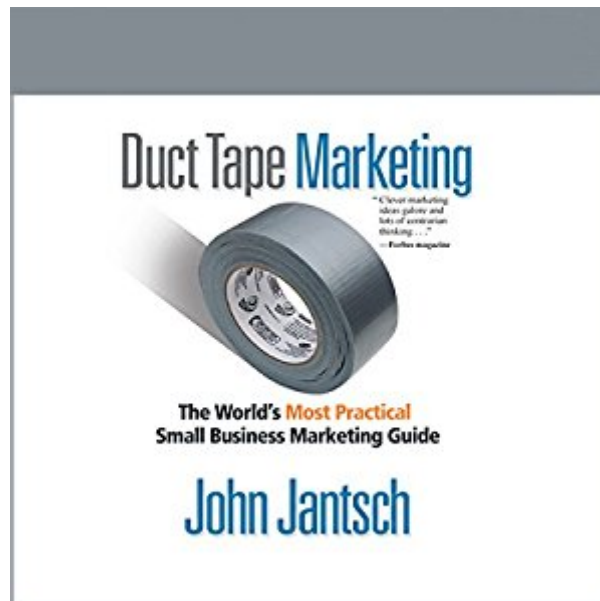


The book was found

Duct Tape Marketing (Revised And Updated): The World's Most Practical Small Business Marketing Guide



Synopsis

Learn to make your small business marketing as simple, effective, and affordable as duct tape. In *Duct Tape Marketing*, renowned small business marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you want. In this audiobook, you will learn the Duct Tape Marketing system and how to apply its principles to your business by following three steps: First, learn the basics necessary to get customers to know, like, and trust you more. Next, master the essential Duct Tape System components to get your customers to contact and refer you more. Finally, really get on a roll by discovering what really works and tuning your business to doing more of it. This audiobook provides proven, yet elegantly simple, tools to help you grow your small business.

Book Information

Audible Audio Edition

Listening Length: 7 hours and 48 minutes

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Customer Reviews

John's book is one of the best marketing books I've ever read. Being from the south where we make prom dresses and tuxedos from Duct Tape, I'm well acquainted with the many uses of Duct Tape -- from removing warts to patching boats and making clothing. So I was naturally attracted to the cover. I had never seen Duct Tape used to market anything! Of course the theme is "Stickiness - marketing that sticks like Duct Tape." What I love about this book begins in the table of contents. John outlines the content in parts (Part I, II, III) and then leads the reader through a very comprehensive and detailed list of what to do: Strategy before tactics, Identify your ideal client, and so on...right through every single step you'll need to build your foundation. Check out the Contents

for more detail. The thing is I feel like John is sitting across the table talking to me as he writes. There's no fluff and no blowing smoke up my bum, or padding the pages. You get specific, matter-of-fact advice. There's no hype, no trying to convince or sell you anything. It's real. It's simple. It's serious advice you can use, no matter what stage of business you're in. I love his action steps at the end of each chapter - ways you can make a difference in your business NOW, today! He also breaks down his chapters into segments, bolding each idea or process, for instance. "Write a blog" is bolded and then there's a paragraph on that, then "Guest post on blogs," and a paragraph on that. You can skim this book (I confess I did that the minute I got it), find what you need and then read more later. I finally sat down to read it because skimming it was so damn interesting! John gives you facts, stats and tips. You can't read this book, set it down and walk away feeling nothing.

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