



211 Soaring Eagle Ct.
Fort Wayne, IN 46845
Phone: 260-438-0411
Fax: 260-818-2022

Website: www.business901.com
Email: jtdager@business901.com

A Case for Duct Tape Marketing™

Ever wonder why is it so hard to market your small business?

You don't have to look far to understand why this question plagues so many. It really has to do with why folks get into a business in the first place.

The typical small business in America is started by someone who knows how to do something. It might be how to prepare taxes, how to assemble a certain type of gizmo, how to wire a ceiling fan, how to administer a network, or how to plan a wedding. Almost never does this know-how include being able to market a business that does those things.

What if marketing was easy, almost automatic?

But what if I told you, no matter what your business claims to do or provide, you're actually in the marketing business. That's right--every business is actually a marketing business. Think about it for a moment. Do you really have a business without being able to reach and motivate a customer?

You are in the marketing business! Marketing is an all-encompassing outlook that must inform every activity of your business. It isn't just a department within your business. When you discover this outlook, marketing your business gets really, really easy.

Install the system – work the system

The small business owner who uses the Duct Tape Marketing system comes to define marketing as: Getting people who have a specific need or problem, to know, like, trust AND contact you. Getting a hot prospect to actually pick up the phone and seek you out is the dream situation for most small business owners. How many times have you made this statement, "if I can only get in front of a qualified prospect I can almost always turn them into a client?" A fully functioning Duct Tape Marketing system is the key to turning more leads into more customers.

Ultimately, with the systematic application of Duct Tape Marketing, the definition of the term marketing evolves to include this all-encompassing view: Getting people who have a specific need or problem to know, like, trust, do business with AND refer you to others who have this same need or problem.

That's the value of a proven system: it delivers the keys to success every time. And it helps you leverage MORE success.



211 Soaring Eagle Ct.
Fort Wayne, IN 46845
Phone: 260-438-0411
Fax: 260-818-2022

Website: www.business901.com
Email: jtdager@business901.com

The Unique Benefits of the Duct Tape Marketing System™

Duct Tape Marketing let you focus on the Ideal Customer.

There is always a market out there that is just waiting for someone to service it. Not only are they waiting, they are willing to pay a premium to be serviced by someone who operates just like you. They value what you have to offer, they enjoy your relationship approach to customer service and they readily refer their friends and colleagues as a token of their appreciation. Sound like fairy-tale land? When you intentionally choose a market with a specific need or problem and then show them why you deserve their trust, it's not only possible, it's inevitable.

Duct Tape Marketing gets prospects to systematically call you.

By creating advertising and lead-generation promotions that allow the prospect to move gently along the know, like, and trust path at their own pace, Duct Tape marketers entice fully-qualified prospects to contact them.

Duct Tape Marketing has the ease of an Orchestrated System.

By working in the confines of a system, creating fixed steps, documenting and duplicating each step, the Duct Tape Marketer is able to quickly build the essential foundational components. The focus then moves to operating and innovating the system. That's where the real magic lies.

Duct Tape Marketing makes your staff more effective and efficient.

Your staff will thank you for including them in the marketing process and giving them tools to become immediately successful in their jobs. The payoff in terms of effectiveness and efficiency is sometimes stunning.

Duct Tape Marketing permits you to charge a premium for your products and services.

When you become the obvious choice for a service, product or market, your customers are not only willing to pay a premium, they expect to do so. In fact, you will be surprised to learn that the greatest challenge can sometimes be charging enough to align with the perceived value!

Duct Tape Marketing allows you to create predicable sales forecasts.

Because of the systematic approach to lead generation and lead conversion at the core of the Duct Tape Marketing system, business owners can create and test successful promotions and expect predictable results when they increase the scale of such promotions.

Duct Tape Marketing makes your business more valuable.

Nothing makes a business more attractive to a potential buyer than documented systems and predictable marketing results. The primary constraint on most small businesses is the "rainmaking" status of the owner. The Duct Tape Marketing system presents a process to transfer that status to others. A potential buyer must feel confident that the business can operate without the current owner before any serious consideration can be given.