

[Business901](#)

[Product Marketing](#)

[Lean Marketing](#)

The logo features the text "Business901" in a blue, cursive font. It is centered within a light blue circle that has several horizontal lines passing through it. This circle is positioned in front of a large, stylized blue arrow pointing to the right. The arrow has a white bullseye-like shape in its center and a dark blue outline. The entire graphic is set against a white background with a blue and black decorative shape in the bottom left corner.

Business901

Marketing your Black Belt

By Business901

Is this YOU?

- Stuck at a certain level of **success**
- Still **rely** too heavily on you
- Need an **in-house** marketing department
- Tired of building **awareness** and brand
- Receiving **low ROI** on present marketing efforts



I have developed several themes based on issues that you may be struggling with:

- **Customer Acquisition:** The process of finding new customers is expensive.
- **Marketing:** Advertising is expensive, and you may not have the specialized skills or time to create sophisticated websites or professional-looking marketing materials.
- **Customer Retention:** It is hard to stretch limited resources in order to spend time with existing customers while trying to acquire new ones.
- **Communication & Collaboration:** Your customers need to be able to stay in touch with you from anywhere.
- **Covering All Aspects Of Marketing:** You don't have time to become an expert in every role required to market your business



Extend your reach
Increase your Power!



Implement a Web Presence

Fresh Content

- Geared towards you market
- Use Ezines, Direct Mail, Website

Valuable Links

- Your website and content is connected with valuable links creating a very strong web presence

Target Themes

- Advertising, Branding, Online and Offline marketing on current themes and trends



Implement your Offline Presence

Lead Generation

- Advertising
- Public Relations
- Referrals

Speaking & Workshops

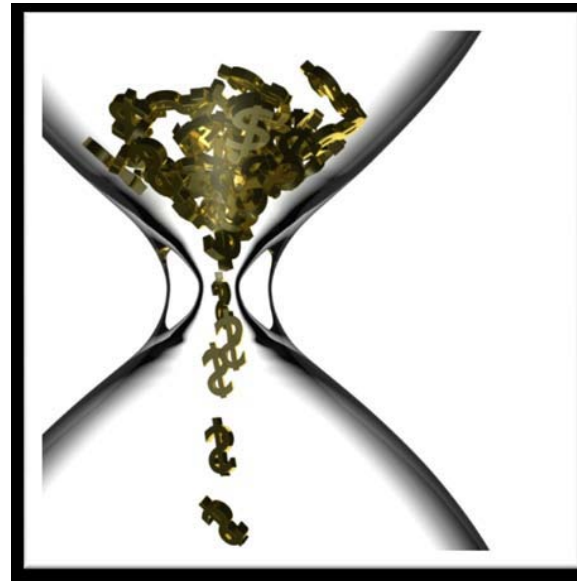
- Topics
- Programs
- Materials

Channel Management

- Affiliations
- Networks
- Referrals



Maintain your Marketing Hour Glass



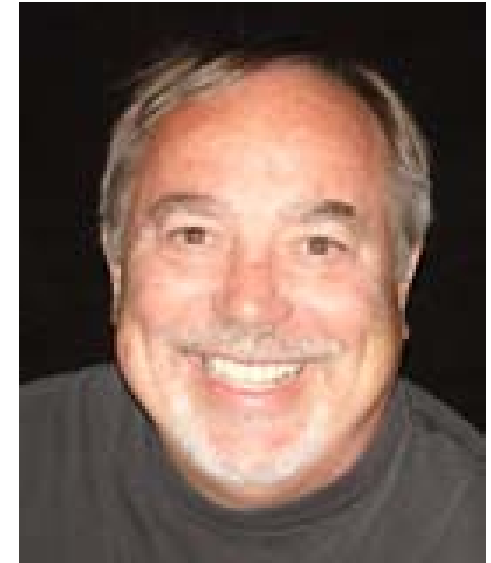
Bring a Cohesive Team Together

In today's economically challenging and competitive business environment, working with complementary partners is a critical step in expanding capabilities, remaining competitive and growing your business.



About Joe Dager:

Joe is a Lean Six Sigma Black Belt and the owner of Business901, a progressive company providing direction in areas such as Lean Six Sigma marketing and organized referral marketing. Joe provides practical, information-rich, immediately applicable direction that can have immediate impacts on the success of small and mid-sized businesses. His experience includes numerous start-ups, several turnarounds and on-going management in a variety of industries to include manufacturing, retail, and professional services to include marketing.



Free Webinar: Marketing your Black Belt

Joseph T. Dager

Ph: 260-438-0411

Fax: 260-818-2022

Email: jtdager@business901.com

Web/Blog: <http://www.business901.com>

Web/Blog: <http://www.FundingYourNonprofit.com>

Twitter: @business901

