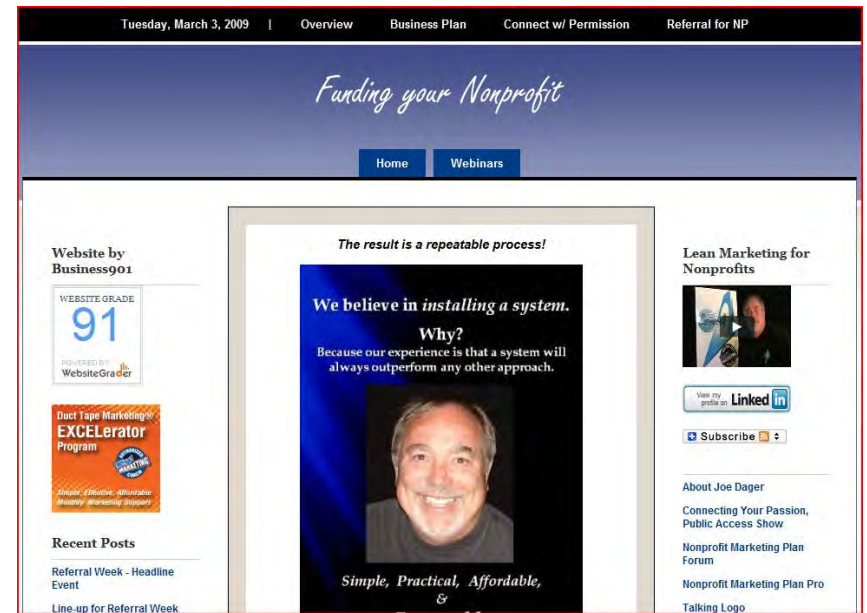
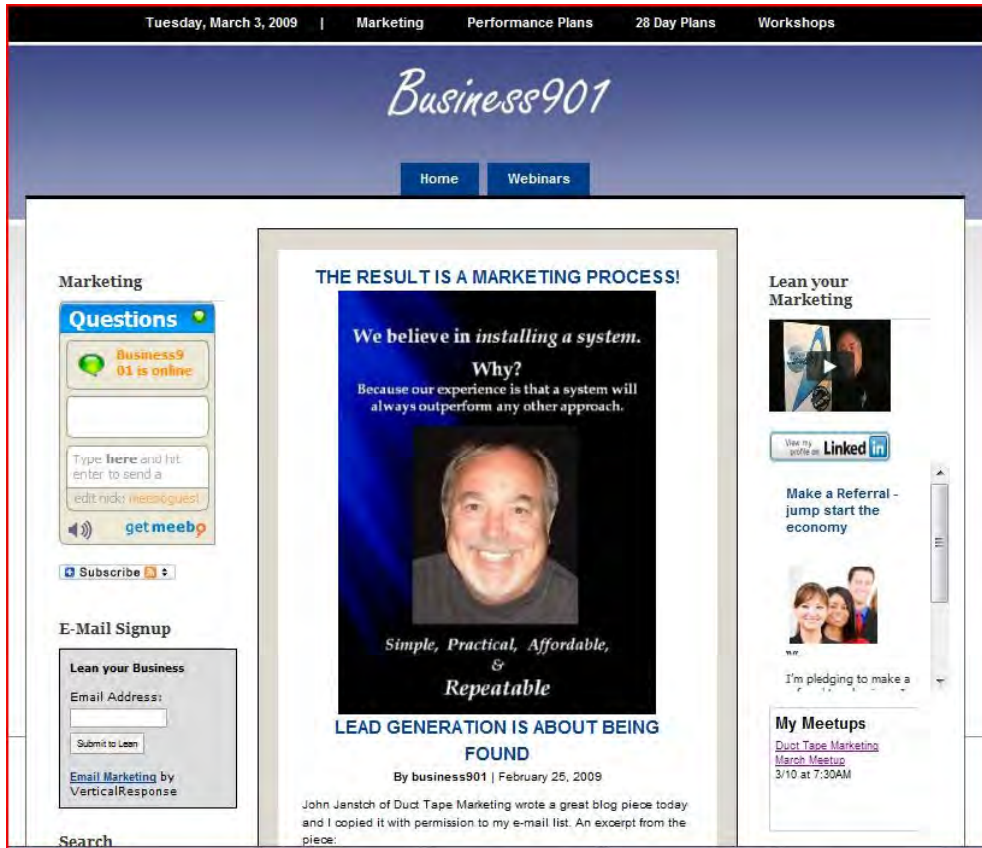


**Delivering Small Business Ideas that are  
Simple, Effective, Affordable and Repeatable.**





The Business901 blog is rated Technorati in the top 1% of all blogs worldwide, and his Nonprofit blog, FundingYourNonprofit is rated in the top 5%. The Business901 website was graded by Hubspot at 97.7% and is rated by Alexa in the top 1% of websites worldwide.



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**Connecting Your Passion**

- You need a websi.. 3:55
- Why participate in.. 3:05
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- Starting with Soc... 3:05

**Business901**

Podcast Description

#	Episode	Date	Length	Description	File
1	1st Video: 30 year career story	Jan 14, 2009	27:00:00	1st Video: 30 year career story	1st Video
2	2nd Video: 30 year career story, part 2	Jan 14, 2009	27:00:00	2nd Video: 30 year career story, part 2	2nd Video
3	3rd Video: 30 year career story, part 3	Jan 14, 2009	27:00:00	3rd Video: 30 year career story, part 3	3rd Video
4	4th Video: 30 year career story, part 4	Jan 14, 2009	27:00:00	4th Video: 30 year career story, part 4	4th Video
5	5th Video: 30 year career story, part 5	Jan 14, 2009	27:00:00	5th Video: 30 year career story, part 5	5th Video
6	6th Video: 30 year career story, part 6	Jan 14, 2009	27:00:00	6th Video: 30 year career story, part 6	6th Video
7	7th Video: 30 year career story, part 7	Jan 14, 2009	27:00:00	7th Video: 30 year career story, part 7	7th Video
8	8th Video: 30 year career story, part 8	Jan 14, 2009	27:00:00	8th Video: 30 year career story, part 8	8th Video
9	9th Video: 30 year career story, part 9	Jan 14, 2009	27:00:00	9th Video: 30 year career story, part 9	9th Video
10	10th Video: 30 year career story, part 10	Jan 14, 2009	27:00:00	10th Video: 30 year career story, part 10	10th Video
11	11th Video: 30 year career story, part 11	Jan 14, 2009	27:00:00	11th Video: 30 year career story, part 11	11th Video
12	12th Video: 30 year career story, part 12	Jan 14, 2009	27:00:00	12th Video: 30 year career story, part 12	12th Video
13	13th Video: 30 year career story, part 13	Jan 14, 2009	27:00:00	13th Video: 30 year career story, part 13	13th Video
14	14th Video: 30 year career story, part 14	Jan 14, 2009	27:00:00	14th Video: 30 year career story, part 14	14th Video
15	15th Video: 30 year career story, part 15	Jan 14, 2009	27:00:00	15th Video: 30 year career story, part 15	15th Video
16	16th Video: 30 year career story, part 16	Jan 14, 2009	27:00:00	16th Video: 30 year career story, part 16	16th Video
17	17th Video: 30 year career story, part 17	Jan 14, 2009	27:00:00	17th Video: 30 year career story, part 17	17th Video
18	18th Video: 30 year career story, part 18	Jan 14, 2009	27:00:00	18th Video: 30 year career story, part 18	18th Video
19	19th Video: 30 year career story, part 19	Jan 14, 2009	27:00:00	19th Video: 30 year career story, part 19	19th Video
20	20th Video: 30 year career story, part 20	Jan 14, 2009	27:00:00	20th Video: 30 year career story, part 20	20th Video

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What others say!

**Applying Lean Marketing**  
January 10th, 2009 -- business901

Enclosed is a brief audio version of my article that was published on the American Express Open Forum.

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Posted in Lean Marketing.

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[Anita Campbell](#)  
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## Joe Dager

Business901 is a progressive coaching company providing no-nonsense direction in areas such as target marketing and organized referral marketing. As a certified coach of the Duct Tape Marketing Consulting organization, I provide practical, information-rich, immediately applicable direction that profoundly impacts the success of small and mid-sized businesses.

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## Cash Flow is Crucial - Does Marketing Care?

[JOE DAGER](#) | FEBRUARY 25TH, 2009 - 07:51 AM  
(3) COMMENTS | (11) FOUND THIS USEFUL.

We know that there is a certain amount of risk in any business, but today it has magnified. Quality counts in today's contracting economy and credit risk are increasing. Tight bank lending standards and slack demand has proved difficult for lower quality companies to refinance their debt. The recession and lack of liquidity has significantly increased your risk and don't be surprised if you see payables extend and sudden cancellation of orders. Don't try to be the bank!

Consider building a [marketing model](#) to minimize your risk by looking at your sales conversion or funnel so that lower risk companies could be rewarded and high-risk companies may have a little more stringent payment terms. Remember, most companies fail because of cash flow, not necessarily profitability. It was Will Rogers, who used to say when describing his investment strategy, "He was more interested in the return of his money, than



# Contributor to the American Express Open Forum



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Joe Dager



Duct Tape Marketing Coach

edit

## JOE DAGER

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YOUR LINKS

- Business901
- Funding Your Nonprofit
- Business901 Podcast
- Marketing with Lean

### YOUR TOPICS

You have participated in 39 topics and suggested 2 see all...

### YOUR ACTIVITY

You have added 577 stories saved 10 stories and shared 1 reaction

review all your activity...

### YOUR NETWORK

You have added 14 people to your network. 37 people have added you

see your complete network...

Do you understand your customers buying process? Does your marketing mirror that process? Do you have specific marketing messages that your customer receives at critical points in that process? If you did, would your marketing be more effective? Joe Dager is President of Business901, a progressive coaching company... more

### RECENT ACTIVITY

**CAN SELLING BE THIS SIMPLE - YEP!**

more

Added to Sales Strategies, Starting a Business, Small Manufacturers, Lean Six Sigma, Product Marketing 1 day ago

**OPEN Forum by American Express OPEN | Cash Flow is Crucial**

more

Added to Small Business Marketing, Small Manufacturers, Marketing Strategy, Product Marketing, Small Business Coaching 3 days ago

**Improve your production forecast by 50%**

more

Added to Small Business Marketing, Small

### TOPICS

Small Business Marketing

Small Manufacturers

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## Contributor to Business Week – Business Exchange



## Business in General

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## Be Reactive in your Marketing before being Proactive!

*Palo Alto Software is proud to welcome Joe Dager, one of the Duct Tape Marketing Coaches that will be posting over the next several months.*

Your marketing is ultimately measured by **requirements and expectations**. Good marketing means a great looking ad that fails to provide a ROI is a [Marketing](#) definition is getting started. You must first understand the customer to meet those criteria.

Since the buying process is determined by subjective. However, there is a process that requires first breaking down the characteristics. Look at each step of the process. For instance, one of the steps in the environment. Having a case study or full test having to be conducted. Determine a marketing hourglass or sales funnel to determine the marketing reaction to it. Eventually, you may create numerous hour glasses based on products and sales channels to be effective.

Marketing is not an event - it is a process, and a mindset. A consistently high quality marketing effort cannot be produced by a faulty process. Not only do you have to have products or services in place to meet your customer expectations, there also needs to be a repetitive cycle of measuring value and updating processes that must take place. To make the process work, you must collect metrics along the way. This requires **measurement**. Without, it will be very hard to improve any process through any initiative. You have to start somewhere, even if the metrics prove to be faulty, without a plan, you will never start. That is why a proven system or plan is imperative. Most people get bogged

Joseph T. Dager  
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[business901.com](#)  
[FundingYourNonprofit.com](#)



Joe Dager is president of Business901, a progressive company providing practical, information-rich services and product offerings designed as implementable systems that work in the real, not enough time, not enough people world we operate in. Business901 tools simplify the marketing process, not complicate it. Joe's experience includes manufacturing, retail, and professional services and has been through several start-ups and turnarounds. Joe is an authorized Duct Tape Marketing Coach and specializes in Product Marketing. The Business901 blog is rated Technorati in the top 1% of all blogs worldwide, and his nonprofit blog, FundingYourNonprofit is rated in the top 5%. Joe has a bi-monthly local television program, Connecting Your Passion and is also a contributor to the American Express Open Forum and Business Week Forum.



## Contributor to Palo Alto Software Business Blog

# Speaking & Workshops

## 30 Minute Presentations

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*Small Business like  
A Fish in a bowl?*

*Will Your Business Eat or Be Eaten?  
Don't be the Meal!*

*Value of  
One Page*

## 90 Minute Workshops

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*Differentiate  
&  
Dominate*

*Lead Generation  
Trio*

*Harness  
the Internet*

## 3 - Hour Workshops

---

*One Page  
Business Plan*

*Duct Tape Marketing  
7 Step Plan*

*Get Clients  
NOW!*

"Informative. The feedback was personalized and of great value. The work is focused. It is not just broad strokes; we're actually getting into the details of this work. The step by step approach is incredible helpful." - Reach for Youth

The participant feedback from the FastTrac New Venture workshop was very positive. They really appreciated your knowledge and ability to take marketing concepts and apply them to today's technologies. - Linda, FastTrac Instructor

"Melanie thought the feedback on our website was incredibly helpful. We appreciate you taking the time to look at it."



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**If you would like some ideas on how  
we could work together...**

**Contact Joe Dager @  
info@business901.com**

**or**

**Phone: 260-438-0411**

