

Stand Out From Your Competition

Generate More Qualified Leads ~ Convert More Sales



Stand Out Results
Market Smarter!

SYSTEMIZED MARKETING PROCESSES

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Generate More Qualified Leads ~ Convert More Sales

You want to **GROW YOUR BUSINESS**. You want to **CONVERT MORE LEADS** into sales. And you want to **KEEP YOUR CULTIVATED CLIENTS** for continued sustainability. However, marketing your business has always been cumbersome and expensive without the anticipated results. *We understand your frustration.* Through our proven systematic marketing process, Stand Out Results mentors with small- to medium-sized businesses in the professional services industry on how to stand out within their crowded marketplace. We make marketing easy and practical by creating simple processes that help your business market and sell itself.

Your Biggest Problem: *Everyone is perceived the same within your target market*

WE MENTOR GROWTH with our clients through a strategy effective for their industry, identifying their core differentiators, ideal clients, and how to effortlessly increase more prospects through the sales process without actually selling. Our definition of marketing is taking someone with a need and getting them to Know, Like, and Trust you. Growing your business through converting more qualified leads with effective strategy using the Duct Tape Marketing Sales Hourglass™ moves your prospects through the Know, Like, and Trust stages to the Try and Buy phases and finally, the Repeat and Refer part—the most important aspects of **BUSINESS SUSTAINABILITY**.

Your Biggest Goal: *Turn more leads into sales*

What your business really needs to do is **GENERATE MORE QUALIFIED LEADS**. When prospects are ready to buy, you have taken the selling aspect out of the process, making the whole situation an enjoyable experience. How do you do that? By leading them through the Know, Like, Trust, and Try stages before trying to make them Buy from you. Using marketing tools and vehicles to **ENGAGE PROSPECTS** before pushing them to purchase, brings you qualified leads at the Try—and finally the Buy—stages, increasing your rate of close. As a result, less time is dedicated to acquiring **HIGHER SALES**.

Your Biggest Hurdle: *Clearly communicate your unique value*

Your brand is an extension of yourself and when it doesn't clearly express what you do, how you do it, and why it's important, prospects and clients stop listening. Stand Out Results is a unique company that collaborates with clients to develop a stable, easy to understand brand for your business and strategy for how to market with a clear voice, both internally and externally. Once your brand is consistent and clear on the unique benefits you provide and how you're significantly different from your competitors, **SALES RISE**, **TURNOVER REDUCES**, and you have **MORE TIME** to accomplish what you desire and deserve.

The Case for Stand Out Results

Ever wonder why it's so hard to market your business?

You don't have to look far to understand why this question plagues so many. It really has to do with why you got into business in the first place. The typical small or medium business in America was started by someone who knows how to do something. It might be how to sell or implement software, prepare taxes, assemble a certain type of gizmo, wire a ceiling fan, administer a network, or plan a wedding. This expertise almost never includes being able to market that business.

What if marketing was easy, almost automatic?

What if we told you that 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. If you aren't reaching out and motivating customers, do you really have a business? 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. When you discover this outlook, marketing your business gets really, really easy.

Stand Out Results is here to help.

Many small and medium businesses need professional marketing support, but don't need (or cannot afford) the full time services of an experienced, seasoned professional. This is where Stand Out Results steps in. We offer fractional access to marketing and sales professionals who have "been there" and "done that" for companies ranging small to large. If you can buy a fraction of a jet airplane, why not purchase a fraction of a top professional's time on a regular basis?

The team at Stand Out Results gets involved with your company. Either as a marketing coach or as a part-time Chief of Marketing, you get the benefit of our participation on a regular basis—in meetings, interacting with your vendors (or staff), during planning and strategy sessions—and our focus is on bringing you results from your marketing efforts.



MARKETING CAN BE EASY

*Many consulting firms will parachute in, tell you what's wrong and how to fix it, and then head off to the next client. **Not us.***

What Makes Stand Out Results Different

WE'LL HELP YOU FIND AND 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. Sounds like a fairy tale, right? Not so, 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.

Every business has a unique attribute and strength—finding and articulating this differentiator is often the challenge. That's what we are here to help you accomplish.

WE WORK WITH YOU TO GET PROSPECTS TO SYSTEMATICALLY CALL YOU.

By working with you to create lead generation programs that allow the prospect to move gently along the Know, Like, and Trust path at their own pace, we'll enable you and your team to entice fully-qualified prospects to reach out to you.

WE PROVIDE YOU WITH A SYSTEMATIC STRATEGIC PROCESS.

By working within the structure of a system, creating fixed steps and documents, and duplicating each step, Stand Out Results is able to work with you to quickly build the essential foundational components of a strategy. The focus then moves to operation and implementing the tactics through the system.

WE MAKE 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. Our collaborative partnership provides them with the safety net they require to make the decisions at the right time. The payoff in terms of effectiveness and efficiency is something stunning.

WORKING WITH US WILL PERMIT 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!

PREDICTABLE MARKETING ALLOWS YOU TO CREATE PREDICTABLE SALES FORECASTS.

Because of the systematic approach to lead generation and conversion at the core of the system we implement with you, you can create and test successful promotions and expect predictable results with the increase and scale of such promotions.

ULTIMATELY, SYSTEMATIC MARKETING MAKES YOUR BUSINESS MORE VALUABLE.

The primary constraint on most small businesses is the "rainmaking" status of the owner. We work with you to implement a true marketing system to transfer that status to others.

OUR CORE MARKETING PRINCIPLES

Strategy Before Tactics

Determine a marketing strategy and then build your marketing activities around delivering on the strategy.

Narrow Market Focus

Stop trying to be all things to all people. Concentrate your marketing efforts on a small, niche market and become the dominate player.

Differentiate to Avoid Competing on Price

Find and communicate a clear and concise message that allows your prospects to easily see how your business is different from everyone else in the industry and price comparisons go out the door.

Marketing Materials Should Always Educate

No one likes to be sold to, but most like to buy. Create brochures, Web sites, and other forms of communications that allow your prospects to really experience your expertise.

Advertising is a Two-Step Process

Let your prospects get to know you through programs that invite them in for a free analysis, a special offer, or useful information. Get acknowledgement that they are a prospect, and THEN sell.

Live by Your Marketing Calendar

The best way to move your marketing forward as you run your business is to create a calendar and schedule marketing activities every single day.

SEE WHAT OTHERS ARE SAYING ABOUT OUR DUCT TAPE MARKETING SYSTEM

"Business blogger John Jantsch, a Kansas City marketing consultant, has built quite a following with his Duct Tape Marketing site. The blog provides small business readers with successful marketing techniques that don't require a large budget to execute." ~Harvard Business School

*"I just wanted to let you know that your newsletter and the ideas that are presented are awesome!!! Thank you for your enthusiasm, motivations, and just plain ole' good advice."
~Mike Strom, Senior Account Manager*

"A great resource for small business owners looking for hands-on marketing ideas they can use today. John Jantsch's daily posts discuss what works—and what doesn't—when marketing a small business." ~Inc. Magazine

*"John Jantsch has done one heck of a job putting the pieces together for you. Follow the roadmap, learn from the examples, and get ready for a flood of new business!" ~Bob Bly, Copywriter,
<http://www.bly.com>*

*"I'm dizzy with optimism after spending the past two hours scouring the Duct Tape Marketing site. What a gold mine. You've saved me a lot of time and effort by combining so many good things on one site: tons of ideas, blogs, newsletters, meetings, resources, referrals, you name it."
~Larry Blow, Transrapid International-USA, <http://www.transrapid-usa.com>*

*"Clever marketing ideas galore and lots of contrarian thinking on what works and what doesn't."
~Forbes Magazine (voted a "Forbes Favorite" for small business and marketing)*

"For growing businesses in search of some great marketing ideas, Duct Tape Marketing is a worthwhile online pit stop." ~Entrepreneur Magazine

*"Kansas City-based marketing consultant and entrepreneur John Jantsch has earned a large following among small business owners with his Duct Tape Marketing Web site, where he dispenses tips, strategies, and tactics to help entrepreneurs expand their businesses."
~Businessweek Magazine*

"Duct Tape Marketing is required reading for any marketing professional interested in continuous, breakthrough ideas that impact and influence the customer. Its brilliance is often in its simplicity, and John's ideas work again and again." ~Mat Heinz

"Thanks for putting up such great content. Between you and Seth Godin, I'm actually excited about marketing." ~John Ross

OUR STORY

Towing the line has never been my M.O. I thrive on thinking outside the box, finding solutions and asking the hard questions. Watching businesses prosper and succeed is my greatest joy.

*~Vicki M James,
Founder of Stand Out Results*

Stand Out Results was forged from the constant observations by founder, Vicki M James, of small- and medium-sized companies who were making marketing harder than it really needed to be. As an incessant intrapreneur, Vicki always knew that creating her own company was on the horizon. With over 20 years of experience working with locally- and nationally-owned companies, she has become an expert in internal and external marketing, branding, and lead generation.

After following Duct Tape Marketing's John Jantsch and reading his flagship book, *Duct Tape Marketing*, Vicki knew she had found the right mix to help the companies she saw who were struggling every day to market their business and convert leads into sales. As an Authorized

Duct Tape Marketing Consultant, Vicki uses her unique collaborative consulting style to guide clients through a cohesive marketing system that results in clear messages, reduced employee turnover, more qualified lead generation, and higher sales.

Vicki has presented to groups and organizations across the country as the lead sponsor representative at events, as a guest speaker at national annual events, and as a focus group facilitator. She speaks locally and regionally on the topics of selling without selling, marketing externally and internally, the complete brand profile, and the customer experience. Most recently, Vicki presented "How to Land your First Client" at Rochester Institute of Technology's Entrepreneur Conference, "Perceived Indifference" at the local chapter of the National Association of Women Business Owners Power Lunch, and "Customer Experience" at the Rochester Women's Network Sales & Marketing SIG.

When Vicki's not sharing her knowledge about marketing, she is sharing her passion of being socially conscious servicing on the YWCA Empowering Women Luncheon committee and the Rochester Women's Network Board where she represents the Marketing Committee as the VP and Chair.

Work-life balance is very important to Vicki and she ensures she makes time for her husband of more than twenty years, Terry, and two college-aged children. Hiking, camping, yoga, and reading are top on her list when she wants to disconnect from the world and focus on the spirit within.



VICKI M JAMES,
GROWTH & ACCOUNTABILITY PARTNER

OUR IDEAL CLIENT

The kind of businesses that are most successful working with **Stand Out Results**

Our clients didn't go into business to be marketers but they understand that in order to be successful, they need a solid and strategic marketing foundation. Stand Out Results uses a unique collaborative approach and systematic marketing process to mentor and train clients on how to move their customers through the Marketing Hourglass™, rather than the funnel, increasing qualified leads and conversion rates while generating more repeat business through a comprehensive referral program.

Who:

- Small- to medium-sized business owners
- Independent professionals, sole entrepreneurs
- Professional services industry

What:

- Under \$50 million per year in revenue
- Inexperienced or no in-house marketing staff
- Active leadership looking to make a change for growth internally and externally

Insight:

- Frustrated with the inability to “get to the next level”
- Grown with little or no formal marketing
- Tired of doing all or most of the strategic job of marketing
- Ready to move beyond reaction and event driven tactics
- Have a clear understanding of what they do well
- Tend to hire and value advisors in other areas of their business (attorneys, accountants, etc.)
- Willing to take the responsibility for communicating the vision for the business
- Engaged with employees and clients
- Have staff or ready to outsource well-planned tactics
- Looking for a marketing partnership

Does this describe your business?

BENEFITS OF WORKING WITH STAND OUT RESULTS

Proven guidance you can use today

Stand Out Results bring to your business the experience of what works and what doesn't. All we do is work with small- and medium-sized businesses, creating and implementing proven systems and tools. No theory, just results—today.

A Systematic Approach

Like any effective aspect of your business, marketing is a system too. That's how **Stand Out Results** approaches every client engagement. When you work in the confines of a proven system, you are free to innovate and create the marketing messages and brand elements while knowing you'll be successful.

Accountability

You know you need to do more marketing. Maybe you even know how. What you don't know is when. One of the primary benefits of collaborating with a marketing partner from **Stand Out Results** is that you now have someone to hold you accountable for moving the marketing initiatives forward in your business.

When you know that you have a meeting scheduled with your marketing partner a week from Tuesday, somehow, marketing becomes the priority.

OK!!I'm interested, but what's the difference between Coach vs. Consultant?

Here's an analogy that illustrates the difference between a coach and a consultant:

A **Coach** will help you understand how and why you bake a cake, help you determine what's holding you back from baking a really good cake, and stand by your side as you bake the cake.

A **Consultant** will explain why one cake mix is better than another, explain the best cake-baking practices, and maybe bake the cake for you.

The one that's best for you depends on your budget, your time, and your business goals.

Stand Out Results works with you in a "hybrid" mode as both a coach and consultant. We offer you the best of both philosophies: advice and creative expertise when you need it, accountability and strategy when you're stuck, and proven tactics to help you systematically build your business. If you need us for a longer term, we can join your team as the CMO or VP of Marketing to provide long-term, integrated planning and marketing management of the system that we help you implement.

WHAT WE DO

MARKETING CATALYST

– *the Ultimate Marketing Strategy System*

It's the small business breakthrough for big business profits by working less, earning more and actually enjoying marketing. This proven marketing system was designed exclusively for small- to medium-sized businesses and independent/ sole entrepreneurs.

The Ultimate Marketing Strategy System effectively condenses years of marketing chaos into a step-by-step, "lead you by the hand" comprehensive blueprint that includes who you need to focus on, what sets you apart from your competition, and how to implement the right marketing tactics into your business. You'll learn what works and what doesn't in the marketplace so that you can easily stay ahead of your competition.

TOTAL ONLINE PRESENCE

– *a Proven Solution to take your business to the next level*

If the pace of change of marketing online seems to be moving faster than you can keep up, you're not alone. A recent survey by ComScore suggests that more and more, increasingly (as high as 92 percent) consumers and businesses in the market for products, services, or solutions turn to online sources first to find, research, and engage businesses. So, if you're not focused on creating a total Web presence—one that gives you a distinct competitive advantage in the marketplace—your business won't survive.

Here's the secret: online marketing isn't really that complicated. In fact, the fundamentals of gaining Know, Like, and Trust using online tools are essentially the same as offline. You have most of the answers you need to compete online, you're simply lacking a systematic approach to building the foundational elements that will allow your business to thrive.

BRAND PROFILE

– *the fastest way for the clearest voice*

When you started your business you had a mission, created core values, and decided on a logo. It's been a few years now and your business has evolved. Has your brand evolved too?

If you can't portray a clear, concise, valued message to your prospects and clients, you are losing sales. When your target market is unsure what you do, how you do it, and what benefit it brings to them, your business is tuned out and forgotten.

Our Brand Profile Service is offered in a One-on-One engagement, bringing the CEO and representatives of every level of the business together for a series of brainstorming sessions. We move through each spoke of the Brand Profile wheel: company Personality, Properties, Essence, Core Values, Target Market, Insight, Unique Selling Proposition, Benefit Statement, and Advertising Tagline.

REFERRAL ENGINE PRO

– *Practical, Smart and Effective*

The power of glitzy advertising and elaborate marketing campaigns is on the wane; word-of-mouth referrals are what drive business today. People trust the recommendation of a friend, family member, colleague, or even stranger with similar tastes over anything thrust at them by a faceless company.

Most business owners believe that whether customers refer them to others is entirely out of their hands. But science shows that people can't help recommending products and services to their friends—it's an instinct wired deep in the brain. Smart businesses can tap into that hardwired desire. Referral Engine Pro offers practical techniques for harnessing the power of referrals to ensure a steady flow of new customers. Keep those customers happy and they will refer your business to even more customers.

WHAT WE DO

Marketing Catalyst – the Ultimate Marketing Strategy System

It's the small business breakthrough for big business profits by working less, earning more and actually enjoying marketing. This proven marketing system was designed exclusively for small- to medium-sized businesses and independent/ sole proprietors.

Do any of the following frustrate you as a business owner?

- You're always having to look for new customers and trying to find new ways to get them to buy.
- You're tired of hearing how easy it seems for some people to grow their business, while you do things your own way and get less-than-optimal results.
- You know there must be easier ways to get the marketing success you want, but aren't sure who to trust or even where to begin.
- You work long, hard hours (averaging 50 hours a week... or more).
- You want more control over your retirement and know that, at this pace, you'll have a tough time retiring when you'd like to... with a decent lifestyle.

The Ultimate Marketing Strategy System effectively condenses years of marketing chaos into a step-by-step, "lead you by the hand" comprehensive blueprint that includes who you need to focus on, what sets you apart from your competition, and how to implement the right marketing tactics into your business. You'll learn what works and what doesn't in the marketplace so that you can easily stay ahead of your competition.

Our Marketing Catalyst, Ultimate Marketing Strategy System is a six-month process, offered in three formats:

- One-on-One: You're ready to grow now and want to make changes within your company today.
Limited engagements, call for availability.
- Group, In-person: You want to make changes but need additional accountability of a group setting.
Limited seats, call for next start dates.
- Group, Virtual: You want to make changes but don't need in-person hand-holding to make things happen.
Limited spots, call for availability.

ARE YOU READY TO DOUBLE OR TRIPE YOUR BUSINESS SIZE? GIVE US A CALL.

WHAT WE DO

Brand Profile

– the fastest way for the clearest voice

When you started your business you had a mission, created core values, and decided on a logo. It's been a few years now and your business has evolved. Has your brand evolved too? Most likely, but it may be disjointed because:

- Your clients may have changed but your customized message hasn't.
- Your company culture has changed but it isn't living your core values.
- You've benefited in a tremendous growth but your employees don't know or breathe the brand personality and essence.
- You've had so many hands within the marketing and branding pot that none of your communications are consistent (logo, Web site, brochures).

If you can't portray a clear, concise, valued message to your prospects and clients, you are losing sales. When your target market is unsure what you do, how you do it, and what benefit it brings to them; your business is tuned out and forgotten.

Our Brand Profile Service is offered in a One-on-One engagement, bringing the CEO and representatives of every level of the business together for a series of brainstorming sessions.

We move through each spoke of the Brand Profile wheel:

- Personality
- Properties
- Essence
- Core Values
- Target Market
- Insight
- Unique Selling Proposition
- Benefit Statement
- Advertising Tagline

*When your target market is unsure of what you do, how you do it, and what benefit it brings to them, **your business is tuned out and forgotten.***

WOULD YOU LIKE TO CREATE A UNIFIED COMPANY CULTURE AND CLIENT EXPERIENCE THAT RESULTS IN LOWER TURNOVER AND HIGHER SALES? CONTACT US NOW.

WHAT WE DO

Referral Engine Pro *– Practical, Smart and Effective*

The power of glitzy advertising and elaborate marketing campaigns is on the wane; word-of-mouth referrals are what drive business today. People trust the recommendation of a friend, family member, colleague, or even stranger with similar tastes over anything thrust at them by a faceless company.

Most business owners believe that whether customers refer them to others is entirely out of their hands. But science shows that people can't help recommending products and services to their friends—it's an instinct wired deep in the brain. Smart businesses can tap into that hardwired desire. Referral Engine Pro offers practical techniques for harnessing the power of referrals to ensure a steady flow of new customers. Keep those customers happy and they will refer your business to even more customers.

- **Session 1 – Your Referral Marketing Strategy**
- **Session 2 – Educating Your Referral Sources**
- **Session 3 – Customer Offers and Campaigns**
- **Session 4 – Launch and Follow-up**

The secret to generating referrals lies in understanding the "Customer Referral Cycle"—the way customers refer others to your company who, in turn, generate even more referrals. Businesses can ensure a healthy referral cycle by moving customers and prospects along the path of Know, Like, Trust, Try, Buy, Repeat, and Refer.

Our Referral Engine Pro service is presented in four sessions, offered in three formats:

- One-on-One: You're ready to grow now and want to make changes within your company today.
Limited engagements, call for availability.
- Group, In-person: You want to make changes but need additional accountability of a group setting.
Limited seats, call for next start dates.
- Group, Virtual: You want to make changes but don't need in-person hand holding to make things happen.
Limited spots, call for availability.

**LOOKING TO GROW YOUR ALREADY ESTABLISHED CUSTOMER BASE
WITHOUT A FAT MARKETING BUDGET? CALL US TODAY.**

WHAT WE DO

Total Online Presence

– a Proven Solution to take your business to the next level

If the pace of change of marketing online seems to be moving faster than you can keep up, you're not alone. Here's the secret: online marketing isn't really that complicated. In fact, the fundamentals of gaining Know, Like, and Trust using online tools are essentially the same as offline. You have most of the answers you need to compete online, you're simply lacking a systematic approach to building the foundational elements that will allow your business to thrive.

We've created the Total Online Presence Program so that every small business owner can learn the best way to tap into the incredible power of online marketing and master the strategies, tactics, and tools required to build the most complete approach to online marketing.

- **Session 1 – Content Platform**

So much of what happens online revolves around content. It's how you get found, why people pay attention, and how you start to exchange value. Without a content platform to build from, a great deal of effort in other stages will be wasted.

- **Session 2 – Organic SEO(Search Engine Optimization)**

Having someone type a search phrase that is key to your business and finding a blog post or page from your site on page one of the results is the ultimate payoff and, long-term, may be the difference between success and failure.

- **Session 3 – Email Marketing**

An engaged email list that is eager to hear from you is the most valuable asset you can build. One thousand responsive email followers trumps 25,000 Twitter followers every day when it comes to actually promoting the things that make you money.

- **Session 4 – Social Media Marketing**

The first step is to understand how your current customers are using social media and how you can use social media to somehow serve them better. If you do that, you'll get immediate value.

- **Session 5 – Online Advertising**

Many businesses waste advertising dollars and then conclude it doesn't work. Pay per click advertising can be very effective when done right. A platform like Google AdWords allows you to test your thinking one dollar at a time.

- **Session 6 – Mobile and Analytics**

Mobile is more of a behavior than a tool. The first step is to analyze what behaviors your customers are exhibiting before you dive into or dismiss Foursquare or text messaging.

**ARE YOU PRIMED TO TAKE YOUR BUSINESS TO THE NEXT LEVEL THROUGH ONLINE MARKETING?
EMAIL US TODAY.**

CASE STUDIES

The Proven Part of Our Products

Duct Tape Marketing Helps Focus CFO for Hire on Marketing What Matters

Background

Gary L Roberson, the owner of Gary L Roberson, CPA, PLLC, has over 30 years of experience in accounting and finance. He helps connect businesses to their profitability by automating and establishing structure to accounting processes.

Gary's ultimate goal for his clients is to eliminate time lost to repetitiously entering data, looking for information in multiple locations, or correcting inaccurate data.

Problem

As part of his marketing, Gary had a Web site to attract new clients. Gary was using a Web site template for CPAs, which did not provide unique information about what he did for his clients. By not telling potential customers why he was the best choice for them, he was missing an opportunity to engage new clients.

"I knew I need to make a change to my Web site, but I'm a CPA. I write technical and legal documents, which is wonderful for what I do for a living, but a hindrance for marketing my business."

Gary understood that he couldn't just have a Web site; he needed to generate traffic to make the Web site valuable.

"I became the biggest believer in this stuff after I had a woman call me on her way to the bank. She knew she had a few minutes in the car so she searched for a CPA in her area, pulled my Web site up on her phone, and gave me a call!"
~Gary L Roberson, CPA

Solution

Gary traveled to Denver for the Sage Partner conference in 2010 where he spent most of his time in sessions about online marketing. Dan Kraus, President of Leading Results Inc. and a Certified Duct Tape marketing Consultant, was speaking on the exact topic.

Gary, Dan, and Laura Lorenz, also from Leading Results Inc., joined forces to create a Marketing Kit for Gary. The result was a twelve-page document describing the what, who, core values, and services of the business. Then they pulled everything into a spreadsheet with dates, times, and different areas for Gary to attack.

"Dan helped me focus on what I wanted the business to be, what I am good at, which also ended up being what I like doing most. He helped bring marketing language to my Web site that represented that message—Accounting utopia—people get it!"

Results

Gary started to get additional phone calls because of his Web site and had great improvements on local search engines. Above all, the largest contribution to his success was that Dan helped him focus his efforts on the products and services that mattered, the ones that Gary enjoyed and the ones that make him money.

CASE STUDIES

The Proven Part of Our Products

Marketing Strategy Creates Daily Leads for Relationship Therapist

Background

Kathleen Cowan and Robert Maiman are co-owners of The Love Attraction, a business that provides relationship counseling for couples and individuals using the principles of Imago.

Their goal is to create a safe environment using sound relationship strategies, sensitivity, and intuition to help clients reconnect with themselves and their partners.

Problem

As a new business, Kathleen and Robert had been working with a business coach to create a marketing strategy focused on the need for online marketing for The Love of Attraction.

However, they lacked the resources and time to turn the strategy into an action plan and follow through with the implementation it required. The Love of Attraction was not producing the kind of awareness it needed to survive and missing out on potential customers.

"Solution

Kathleen was introduced to a Duct Tape Marketing Consultant at a marketing networking mixer. The consultant invited her to listen to a presentation by Cidnee Stephen, owner of Strategies for Success and a Master Duct Tape Marketing Consultant.

Kathleen, Robert, and Cidnee decided to join forces. First they worked on creating a marketing strategy and a marketing action plan. They started with a strategic mixture of off line tactics while changes were made to their Web site in order to facilitate a more powerful online campaign. When online pay per click advertising and a search engine optimization strategy were introduced, the more time and cost intensive off line activities were eliminated.

After the initial engagement, Kathleen and Robert decided to keep Cidnee on to help implement all the improvements. Every quarter they meet to prioritize what needs to be done in the following three months. "Cidnee is my part time marketing department. Together we've created a more robust marketing plan. Additionally, Cidnee is well-connected to credible people. She introduces me to the right people to make sure we get everything we need to succeed."
(Kathleen Cowan)

Results

Today, Kathleen receives daily calls from potential clients and consistently fills her weekend retreats. She can now worry less about generating leads for her business and focus her time more productively on serving her clients and improving their lives.

"I was struggling for such a long time, if I didn't make a change it would have taken me another 3 years to get me where I am today."

~Kathleen Cowan

CASE STUDIES

The Proven Part of Our Products

Intentional Marketing Plan Boosts Business 30% for Insurance Agency

Background

Founded in 2008, Shubert & Associates Insurance LCC is made up of independent agents in the Birmingham, AL area. Shubert & Associates Insurance LLC provides coverage to individuals and small businesses with personal and commercial needs.

The goal of the company is to understand each client's personal and business needs to provide the specific type of coverage best for the individual.

Problem

As a growing business, Shubert & Associates Insurance LCC's development plateaued. Ready to take the business to the next level, co-partners Dan Shubert and Shon Messer understood the need to improve their branding and brand recognition.

"We wanted to brand what we were doing, make it visually appealing and keep it all consistent." (Shon Messer)

Solution

After attending an online seminar hosted by Bill Doerr, owner of SellMore Marketing and an authorized Duct Tape Marketing Consultant, Shon hired Bill to help improve his current marketing efforts.

After joining forces, Bill walked Shon through the Duct Tape Marketing Hourglass to define how Shubert & Associates Insurance LLC customers Know, Like, Trust, Try, Buy, Repeat, and Refer. Understanding these stages led to creating a plan for marketing with intention—creating experiences based on each stage.

They started with the existing strategies that were affecting the branding of Shubert & Associates Insurance LLC: the Web site, online advertising, a newsletter, and an enrollment program.

"Bill taught us to differentiate the messages we were sharing from those of our competitors. We produced content that made us look different and show up in online searches differently than them." (Shon Messer)

Next Bill and Shon transitioned focus to additional lead generation tactics, extending beyond the current audience of their clients. Bill helped Shon launch a postcard series and blog using the HubSpot platform.

Results

Today, Shubert & Associates Insurance LCC's business is up over 30 percent from the previous year and the co-partners are confident about their future growth.

"Our efforts with [Duct Tape Marketing systems] have allowed us to help more customers, hire two people and be more confident about the future."

~Shon Messer