



The Small Business Owner's Guide to

LOCAL LEAD GENERATION

How can your small business possibly compete against the big guys?

No way can you out-spend your big-name competitors to market on a national or global scale. But in your local area, it's another story – one with a VERY happy ending for your business.

With the right strategies and tactics, it's easy to attract and engage more ideal customers right in your backyard – and as a locally owned business, these are the only leads you really care about, anyway. People prefer doing business with folks they know, like, and trust – and they love being able to support local businesses in their own communities. “If you build it, they will come” only works in the movies. You need a simple, surefire way to market your small business... and one that won't break the bank or distract you from your primary role in your business.

If your business is struggling to get the phone ringing and door swinging, the ideas in this book can help you experience a complete turnaround. Read, learn, and take action. You're about to get proven marketing solutions for small businesses from a group of Certified Duct Tape Marketing Consultants known for helping their local business clients experience exponential growth.

About the Authors

What do you get when you throw five Duct Tape Marketing consultants into a room and tell them they can't come out until they've solved one of the biggest problems small, local businesses face?

Well, if it's this particular group of marketing consultants—Ray Perry, Phil Singleton, Mark Z. Fortune, Kevin Jordan, and Justin Sturges---they'll be out of that room within seconds. You see, individually, these marketers have carved out a niche of their own. They specialize in helping locally owned businesses attract, serve, and replicate so many ideal customers that even their bigger competitors take notice. They've discovered first-hand how well the tenets of Duct Tape Marketing work when applied to small local businesses – even those that stand in the shadows of big, national franchises.

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Praise for *The Small Business Owner's Guide to Local Lead Generation*



"The Small Business Owner's Guide to Local Lead Generation is your ticket to success. Get it right now!"

--John Jantsch, author of *Duct Tape Marketing*



"This book contains the real, hands-on stuff that you need to understand, do and master in order to survive and thrive online today."

--Michael Port, NY Times bestselling author of *Book Yourself Solid*



"As a small business owner, you don't have a war chest of money to burn on marketing and advertising. What you need is a way to take smarter action that gets the right results. Read this book and you'll see more leads come in, period."

--Brian Clark CEO, Copyblogger Media

If you're serious about learning powerful tactics to grow your local business, this book is for you. The authors' experience as both Duct Tape Marketing Consultants and BNI members makes them uniquely qualified to explain small business marketing in a way that's easy to understand, even for someone without a background in marketing.

Dr. Ivan Misner, Ph.D., founder of BNI, and coauthor of the *New York Times* bestseller, *Masters of Networking*

"The Small Business Owners Guide to Local Lead Generation is first and foremost a guide to help small business owners overcome small thinking. True to the authors' training as Duct Tape Marketing Consultants, they help us recognize the competitive advantages that small and local business owners have over larger concerns. Then they systematically walk through how to exploit those advantages with practical advice and tactics to fuel lead-generation and growth. This book is a worthy read for anyone out there fighting the good fight!"

— Jon Hall, Founder/CEO of Grade.us and author of *The Marketer's Guide to Customer Reviews*

"This is a great resource for any local business that is trying to figure out how they can generate leads and ultimately revenue for their business. I highly recommend it."

Dan Olson | UpCity | CEO

"Smart small business owners realize that they have significant advantages over their larger, more cumbersome competition. This book will teach you how to fight with the big guys and win."

-Eric Enge, President of Stone Temple Consulting and author of *The Art Of SEO*

"Our small business clients are always looking to grow through smart, effective approaches to marketing. The Small Business Owners Guide to Local Lead Generation is the guide our clients need to really help drive their businesses forward."

- J. Phillip Jett, President Central Arkansas, IBERIABANK

"The Duct Tape Marketing Consultants spell out practical, affordable steps for small business owners to map out strategies to make the phone ring. This book is what the business owner needs - a quick read, but the keys to blending traditional and digital marketing for successful brand awareness and lead generation."

Tracey Osborne, President, Overland Park Chamber of Commerce

"Are you a small business David surveying a field crowded with big business Goliaths? This book gives you the smooth stones for your marketing sling to bring those Goliaths down. You don't need to be bigger or richer than those Goliaths, you just need the wisdom in this book!"

-Mark Traphagen, Senior Director of Online Marketing, Stone Temple Consulting

There are a plethora of books available to help business owners looking to generate new business, but this concise book is powerfully packed with easy to implement, practical and money generating ideas. It is specifically geared to take the small business owner to the next level. If you are looking for concrete ideas to boost your bottom line The Small Business Owner's Guide to Local Lead Generation is the book for you.

--Dawne Brooks Gulla, Executive Director, BNI Central Virginia

"This guide empowers small business owners to take control of their marketing and bring more customers in the door. These are not one-time hacks but easy to understand lessons that are both cost-effective and repeatable. Competitors will be left scratching their heads."

-Mickie Kennedy, President of eReleases

"One of the biggest problems that small businesses face is how to generate leads and revenue. The authors of this book not only recognize how important it is for businesses today to come up with a cost effective marketing strategy, but they also outline every step of the process. Whether you're just getting started as a small local business or want to improve your existing marketing strategy, read this book. Your clients will thank you."

-Philip Petrescu, Founder and CEO of Advanced Web Ranking

"All revenue starts with a good lead source. This book breaks down the process of generating leads and turning them into revenue. And most important, for small business owners without dedicated marketing staff and living with tight budgets, the information is to the point, practical, and designed to provide a competitive edge."

-Kelly Scanlon, President & CEO, Thinking Bigger Business Media, Inc.

"I talk to small business owners all the time who struggle with bringing in new customers. It turns out it's because they haven't read this book yet! These guys are true marketing pros who start with the strategy and then deliver on great tactics that work in today's challenging environment. It's simple - read this, implement and get more business."

-Shawn Kinkade, President, Aspire Business Development, Board Director Leawood Chamber of Commerce

"The Small Business Owner's Guide to Local Lead Generation perfectly addresses the struggles of businesses trying to build online presence and provides actionable advice. It's a must-read for any small business owner."

-Ann Smarty, Brand Manager at Internet Marketing Ninjas

For many businesses, when it comes to creating brand awareness and driving growth and profitability, there is nothing more important than focusing on local lead generation efforts. And yet, knowing why, and how, to do that often is something that businesses of all size struggle with. This book is a gem. Written by true experts in the realm of local search, this easy-to-understand guide is something that should be in the hands of and used by every business owner. Period.

Shelly Kramer, Co-CEO, V3 Broadsuite

"Growing your small business is hard, and you need to find customers to do it. The Small Business Owner's Guide to Local Lead Generation will help you make it happen."

Mike McDermont, co-founder and CEO, FreshBooks

In the News

The Small Business Owner's Guide to Local Lead Generation has been featured on the podcasts listed below:

