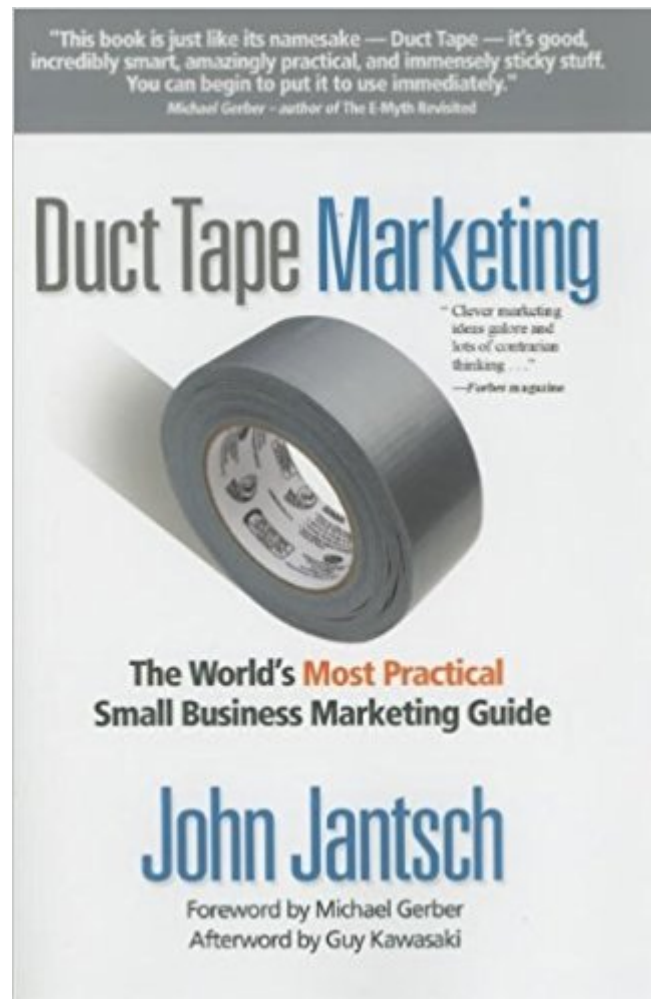


The book was found

# Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide



## Synopsis

Duct Tape Marketing is the small business marketing road map - A collection of proven tools and tactics woven together in a step-by-step marketing system that shows small business owners exactly what to do to market and grow their businesses. This guide combines insights gained from over twenty years of successfully working, in the field, with real-life small businesses. There are no theoretical complexities presented in Duct Tape Marketing - just simple, effective and affordable marketing that sticks. CAREFUL! Duct tape is a serious tool... it sticks where you put it. So are the ideas in this book. If you're ready to make a commitment and are willing to make something happen, John's book is a great place to start.--Seth Godin, author of *Purple Cow* For all those who wonder why John Jantsch has become the leading advisor and coach to small businesses everywhere, Duct Tape Marketing is the answer. I have never read a business book that is as packed with hands-on, actionable information as this one. There are takeaways in every paragraph, and the success of John's blog is living proof that they work. Duct Tape Marketing should be required reading for anyone who is building a business, or thinking about it.--Bo Burlingham, editor-at-large, Inc. magazine, and author of *Small Giants: Companies That Choose To Be Great Instead of Big* Duct Tape Marketing is a worthy addition to the growing library of how-to books on small business marketing -- concise, clear, practical, and packed with great ideas to boost your bottom line.--Bob Bly, author of *The White Paper Handbook* With the world suffering from depleted reserves of trust, a business that sells plenty of it every day tends to create the most value. The great thing about trust as a product feature is that it delivers exceptional returns. With this book, John Jantsch has zeroed in on exactly what small businesses need to sell every day, every hour.--Ben McConnell, co-author of *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* John Jantsch has provided small businesses with the perfect perspective for maximizing all marketing activities - offline and on. Jantsch has the plan to help you thrive in the world of business today. Read it, all your competitors will.--John Battelle, cofounding editor of *Wired* and author of *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture* Duct Tape Marketing is a great read for anyone in business. It has fresh ideas laid out in a practical and useable way. I highly recommend this book for growing any business.--Dr. Ivan Misner, Founder of BNI and Co-author of the New York Times bestseller, *Masters of Networking*

## Book Information

Hardcover: 304 pages

Publisher: Thomas Nelson (January 9, 2007)

Language: English

ISBN-10: 078522100X

ISBN-13: 978-0785221005

Product Dimensions: 8.4 x 6.3 x 1.1 inches

Shipping Weight: 12.8 ounces

Average Customer Review: 4.6 out of 5 stars Â Â See all reviews Â (87 customer reviews)

Best Sellers Rank: #494,852 in Books (See Top 100 in Books) #372 in Â Books > Business & Money > Small Business & Entrepreneurship > Marketing #3465 in Â Books > Business & Money > Marketing & Sales > Marketing

## Customer Reviews

I read a lot of business books, and in my opinion there are two things that make this book unique. The first is the focus on the needs of small business. Many marketing books have lessons that small business owners can apply to their business, but this book focuses squarely on the needs of the small business owner. As a result, you will find a lot of practical advice that you won't have to spend a fortune on to implement. The second thing that I think is unique is the focus on marketing as a system. Many books address a particular aspect of marketing - defining your target market, lead generation, marketing metrics, product development, etc. This book focuses on creating a complete marketing system - from defining your marketing strategy to implementing that strategy in your day to day operations. The first part of the book walks you through the steps of building a solid foundation. Beginning with the user friendly definition of marketing as "getting people to know, like, trust, buy from and refer you to others", the author shows you how to identify your target market, develop your core marketing message and then communicate that message with marketing materials that educate. The second part of the book shows you how leverage the foundational work you did in part one by applying different marketing tactics (advertising, PR, direct mail, etc.) in order to attract more of your ideal customers. The third part of the book discusses how to put your marketing on auto-pilot by systemizing your marketing tasks and creating a marketing plan, budget and calendar. The appendixes are filled with additional resources to help you get started on your marketing plan.

[Download to continue reading...](#)

Tape It & Wear It: 60 Duct-Tape Activities to Make and Wear (Tape It and...Duct Tape Series) Tape It & Make It: 101 Duct Tape Activities (Tape It And...Duct Tape) Duct Tape Marketing (Revised and Updated): The World's Most Practical Small Business Marketing Guide Duct Tape Marketing: The

World's Most Practical Small Business Marketing Guide A Kid's Guide to Awesome Duct Tape Projects: How to Make Your Own Wallets, Bags, Flowers, Hats, and Much, Much More! Wreck This Journal (Duct Tape) Expanded Ed. Sticky Fingers: DIY Duct Tape Projects - Easy to Pick Up, Hard to Put Down Stick It!: 99 DIY Duct Tape Projects Stick It!: 99 D.I.Y. Duct Tape Projects Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Handwoven Tape: Understanding and Weaving Early American and Contemporary Tape Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) 21st Century Ultimate Medical Guide to Bile Duct Cancer - Authoritative, Practical Clinical Information for Physicians and Patients, Treatment Options (Two CD-ROM Set) Quickbooks: A Simple QuickBooks Guide to Best Optimize Bookkeeping for Your Small Business (2nd Edition) (Quickbooks, Bookkeeping, Quickbooks Online, Quickbooks ... Business Taxes, Small Business Accounting) Twitter: Master Twitter Marketing - Twitter Advertising, Small Business & Branding (Twitter, Social Media, Small Business) Facebook: Master Facebook Marketing - Facebook Advertising, Small Business & Branding (Facebook, Social Media, Small Business) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Facebook Marketing: Strategies for Advertising, Business, Making Money and Making Passive Income (FREE BONUS AND FREE GIFT) (social media marketing, social ... facebook, facebook adds, small business)

[Dmca](#)