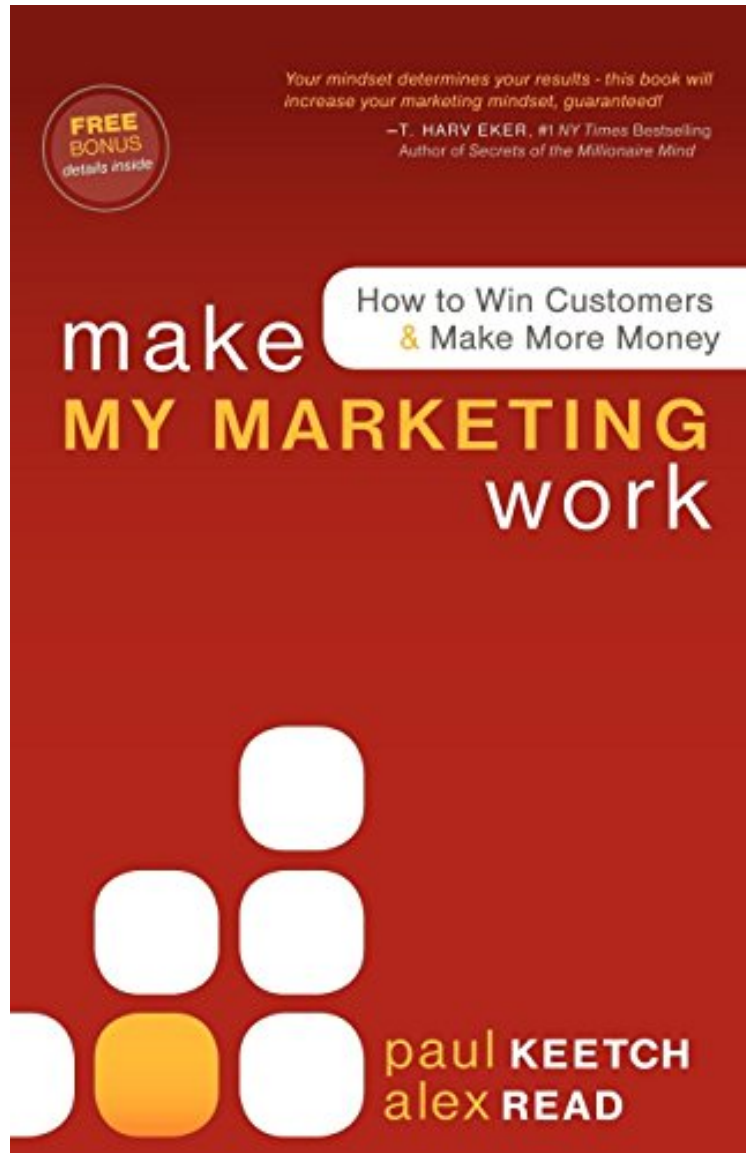


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Make My Marketing Work: How to Win Customers Make More Money

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Have you "built a better mousetrap" but are finding the world just isn't beating a path to your door? Do you have a product or service that people genuinely would want to buy from you... if only they knew it existed? With advertisements bombarding your prospective customers from every direction, at all hours of the day, it's no longer enough to shout your message from the rooftops and expect that the right people will take notice. Instead, you need to craft a powerful marketing strategy and develop a tactical marketing plan that will reach the right people, in the right place, with the right message... at the right time. "Make My Marketing Work" is a blueprint, a map, a GPS device for your business that will help you navigate the often treacherous road to success. With it, you'll learn the fundamentals of strategic marketing as you develop a strategy for your own business. Then you'll discover how to tactically apply your strategy in the real world so you can win more customers and make more money. If you're ready to Make YOUR Marketing Work, let's get started...

"An essential read for any small business owner!" -- Dean Gagnon, President, CityMax.com