



Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition

By David Newman

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As a small-business owner or solopreneur, you wear many hats--perhaps the most important of which is marketer.

But these days, with so many new ways to reach customers and clients -- and only so much time in the day -- it's hard to know where to start. Should you be using social media? Email? Blogs? Video? SEO?

Small business marketing doesn't have to be a mystery. It's just a series of simple decisions (and the action steps to implement those decisions) that will help you regain the clarity, confidence, and control you need to succeed.

Do It! Marketing is a quick read and an encouraging kick in the pants that will reignite your marketing mojo. The underlying premise is that "only action creates results."

Packed with do-this-now ideas to attract, engage, and win more customers and clients, this no-nonsense book reveals how to:

- Avoid blah, blah, blah marketing
- Use magnetic marketing strategies that pull (not push) qualified prospects into your world
- Get noticed using the power of 3PR
- Position yourself as the go-to expert in your field
- Become the obvious choice by building your Thought Leadership Platform
- Do social media right
- Zero in on your customers' pain/gain factors
- Learn to speak prospect language about prospect problems
- Generate a steady stream of referrals
- Identify and focus on high-payoff marketing activities
- Gain clarity, confidence and control so you sell more - more easily and more often
- Cultivate and leverage enthusiastic advocates
- And more

Energetic, inspiring, and filled with concrete strategies, tactics, templates, and tools, Do It! Marketing shows you how to stop "marketing by accident" and start outsmarting, out-positioning, and out-executing the competition.

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"In this cleverly packaged marketing guidebook, David Newman offers small-business owners sage advice on how to stand out in the crowd and attract and keep customers and clients." --*Fort Worth Star-Telegram*

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