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Working with Duct Tape Marketing, and Writing the SEO for Growth Book Duct Tape Marketing

Revised Amp Business Guide

Great book on marketing. The duct tape method of marketing is a different approach than many business owners are used to. This book sets out the steps to

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becoming a content marketing expert and an authority in your market. No waffle or padding. Definitely should be on the reading list for any small to medium sized business owner.

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Why I revised and

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map – A collection of
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system that shows small
business owners exactly
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and grow their
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The Worlds Most ...

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Marketing Podcast with

John Jantsch In this

episode of the Duct

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Podcast, I'm talking

about a new book I'm

working on. This book

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2021 but I'm already

deep in working on it.

One of the major themes

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in the book is about how
so many small [...]

**Treat Your Customers
Like the RASCLS ... -**

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My guest for this
week's episode of the
Duct Tape Marketing
Podcast is Bob Burg. He
is a sought-after speaker
at company leadership
and sales conferences on
topics at the core of his

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series of Go-Giver

books. He and I discuss
the newest book in the
series, The Go-Giver
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**A Story On How to
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If you've been
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“John Jantsch, the guy behind that brand is a true, “marketer’s marketer” as you’ll see in the interview below.

Interview with John Jantsch of Duct Tape Marketing

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John ...

The Duct Tape

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goes through a rigorous initial training and pieces of training throughout the year that ensures they are the best at the marketing game. Being a part of the Duct Tape Marketing Consultant Network means: Approximately 100 consultants worldwide serve as a sounding board with connections, ideas, and

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Marketing Podcast with
Farzad Rashidi In this
episode of the Duct
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Podcast, I interview

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Farzad Rashidi Co-founder of Respona, the all-in-one digital PR and link building software that combines personalization with productivity. Farzad Rashidi is also the Director of Marketing at Visme.

How to Use Facebook Insights Data - Duct Tape Marketing

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Duct tape (also called duck tape, from the material it was originally made of) is cloth- or scrim-backed pressure-sensitive tape, often coated with polyethylene. There are a variety of constructions using different backings and adhesives, and the term 'duct tape' has been genericized to refer to different cloth tapes

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with differing purposes.

A variation is heat-resistant foil tape useful for ...

Duct tape - Wikipedia

2019 was another great year on the Duct Tape Marketing Podcast. I chatted with some incredible guests, I did some solo shows where I could share a bit about the Duct Tape

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Marketing philosophy,
and I got to share
excerpts from my latest
book, The Self-Reliant
Entrepreneur, which
was released in October.
In honor of an [...]

Getting More Sales with the Buyer's ... - Duct Tape Marketing

On this episode of the
Duct Tape Marketing
Podcast, I visit with

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Kim Spalding, product leader and general manager of Ads for Small Business and Emerging Markets at Google. Spalding has been a small business owner herself, having co-founded Seia Wine Cellars in 2001 and now brings that first-hand experience to Google, helping other entrepreneurs market

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their businesses
effectively on the ...

Updated The Worlds Most Practical Small

As a renowned
marketing guru and
small business coach,

John Jantsch has
become a leading
advisor on how to build
and grow a thriving
business. In his trusted
book for small

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businesses, he challenges readers to craft a marketing strategy that is as reliable as the go-to household item we all know, love, and turn to in a pinch: duct tape. Duct Tape Marketing shows readers how to develop and execute a marketing plan that yields more revenue and ensures the longevity of

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Taking a strategic, systemic approach to marketing rather than being constantly won over to a “marketing idea of the week” helps small business leaders establish a solid--“sticky”--foundation of trust with their customers that only grows stronger with the application of more and more

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You'll learn how to turn your marketing efforts into a lead generation machine and move far beyond your week-to-week strategizing to create long-term plans for your business's continual growth. Plus, the revised and updated edition of this industry-leading book includes all new tools, rules, and

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tactics that respond to the ways social media and digital developments have shifted and evolved the marketing landscape. Let's face it: as a small business owner, you are really in the business of marketing. This practical, actionable guide includes fresh ideas that stick where you put them--and stand

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transform how readers
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perhaps, even how they
view every customer.

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Readers will learn: Why strategy must come before tactics. How to narrow your focus and choose only ideal customers. Why no one wants what you sell – and what they actually want. How to use story and narrative as the voice of strategy. How to construct the perfect customer journey. How to grow your business

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