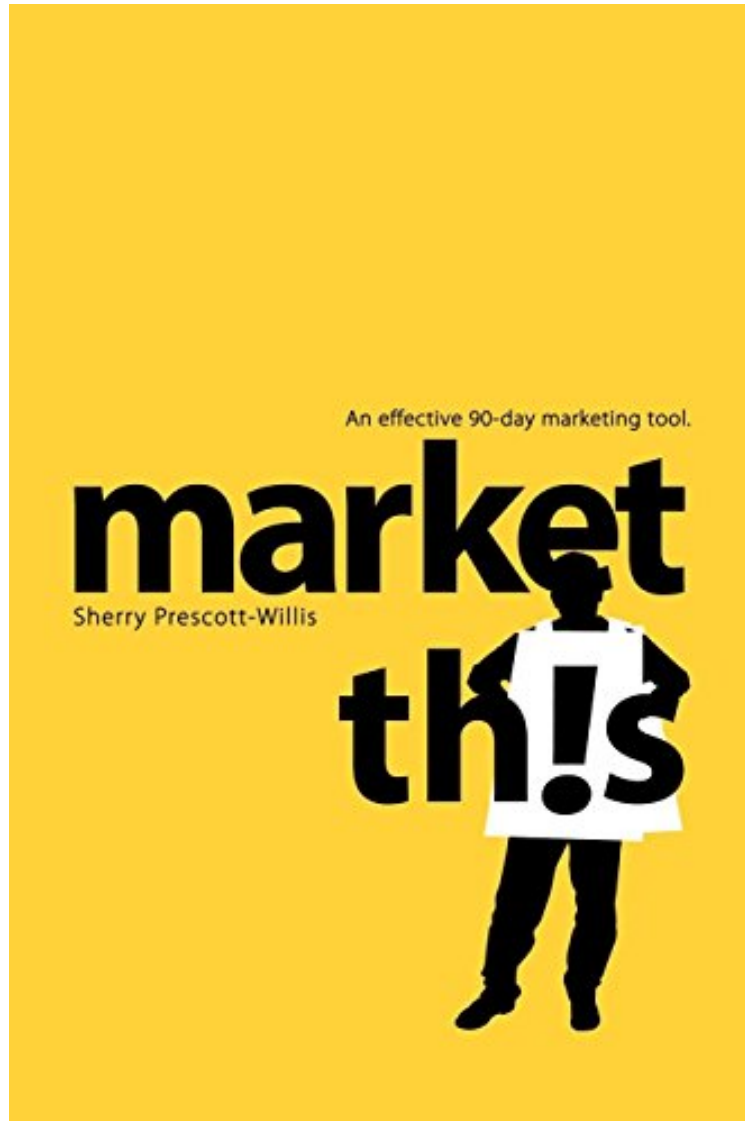


[Mobile ebook] Market This!: An Effective 90-Day Marketing Tool

Market This!: An Effective 90-Day Marketing Tool

Sherry Prescott-Willis

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Sherry Prescott-Willis : Market This!: An Effective 90-Day Marketing Tool before purchasing it in order to gage whether or not it would be worth my time, and all praised Market This!: An Effective 90-Day Marketing Tool:

1 of 1 people found the following review helpful. Don't Put Off Your Marketing Plan for Another SECOND!By CustomerFirst, I put off writing my business plan. Then, I put off writing my marketing plan. We are all so busy with our lives and with trying to get work for our businesses, that we just sort of imagine our marketing plans will magically "happen." But as the saying goes, if you Plan to Work, you need to Work the Plan. And Ms. Prescott-Willis is here to help you out!!Market This! is easy to read and it is a book and work book all in one. The exercises are

SHORT (critical!) but also are concise and perfectly aimed at getting you moving and continuing to move. I have been in business for well over a decade without a marketing plan - but HELLO, it's a new world out there. This book can help you write a plan (or update one, if you're smart enough to have HAD one) for what we're facing NOW. It will help you spend your money much more wisely. It will make you accountable. And I think that it's a must-have for anyone who wants to be a success. NOW is the time to get our marketing together...we are all running around like crazy trying to 'get work' and forgetting to market, market, market, too. It'd be great to just hire a person like Ms. Prescott-Willis to DO it for me, but that's not in the cards at the moment. She's been immensely giving to have pretty much laid it all out there for us Plan-averse peeps. I have a billion "marketing" books and "PR" books and "guerrilla" this and "market" that. The workbook piece is the part that they were missing - either they asked you to think too much, or asked for too much, or didn't offer a workbook at all. I am running a law firm, am a successful author and speaker, and have a cashflow business as well. TOO MUCH TO DO. Spending time going through this book - which I admit I did on planes, trains and automobiles when I could smooch in the time - was WELL worth it and it will be for you, too. 0 of 0 people found the following review helpful. Easy to Read, Easy to Implement By L. Krolik In this down economy marketing is key to standing out from the competition. I was looking for a resource that could teach me the tools I needed to develop a strong marketing plan. Market This! is easy to read and helped me to understand what marketing really means and how I can use it to grow my business as well as prosper in this down economy. The exercises helped me to clarify my ideas and create a strategy I could easily implement on my own. This is recommended reading for any business trying to grow and solidify their brand! 0 of 0 people found the following review helpful. and give a nice way to organize marketing strategies By Halle Scott Quick read, and give a nice way to organize marketing strategies.

Think you're ready to market your product or service--think again..don't take another step until you read this book! Most marketing books give you a formula for how to market your stuff, or they give you ideas, sometimes really good ones, on how to do it. But no one actually helps you set up a marketing plan that works for you. This book is different. It helps you formulate an actual marketing plan, based on what your customers think and feel. It's interactive, and it teaches you how to mine information so you really do find out what your customers are thinking. This book gives you the opportunity to make smarter, more effective decisions about your marketing. You can make smart marketing decisions. You can be an effective marketer. You can be a savvy marketer.

""Most marketing books are filled with mind-numbing jargon and ponderously complex models that are of more value to consultants and college professors than to people who actually run a business. Not this book. Writing with an engaging, straightforward style and offering useful pragmatic exercises, Sherry Prescott-Willis shows the reader how."" -- Oren Harari ""Author, ""Break from the Pack"" Professor of Management, University of San Francisco""