



Duct Tape Marketing Personal Coaching

- Small businesses can receive personalized one on one marketing coaching including the creation of a Duct Tape Marketing Plan and all aspects of managing and implementing the plan. Fees are based on a monthly coaching retainer
- The accountability of a coach helping you work a proven system is the best way to implement the Duct Tape Marketing System
- Personal coaching is generally the best bet for those who want to take their business to the next level and are ready for a long-term relationship with an affordable marketing professional
- You can engage a member of the growing community of Duct Tape Marketing Authorized Coaches around the United States and Canada

What will you receive by joining the Duct Tape Marketing Coaching Program?

- **One-on-one collaboration** around planning and executing a marketing program based on the Duct Tape Marketing methodology
- Completed **Strategy Planning Workbook** that outlines the company vision and goals. SWOT analysis (strengths/weaknesses/opportunities/threats) and description of existing marketing activities
- **Recommendations** customized for your business
- Two **face-to-face meetings** per month to strategize and check progress (not available for distance coaching)
- Access to personal **online project and collaboration tool**
- **Unlimited email support:** you may email as many questions as you like and receive a return email or phone response in less than 48 hours
- The best-selling book ***Duct Tape Marketing***, by John Jantsch, and the Duct Tape **Ultimate Marketing System** (15 workbooks and audio CD series) - \$399 value

What Is the Ultimate Marketing System?



In a series of 15 workbooks and 12, 1-hour audio sessions, you are introduced to every tip, tool and strategy that make up the Duct Tape Marketing System without ever leaving your home or office. This is a great way to get started, particularly if your budget doesn't allow you to engage a coach.

What will be covered in our Coaching Program? The Duct Tape methodology includes:

- **Target Market** - Determining your ideal client
- **Differentiate & Dominate** - Developing & communicating your core marketing message
- **Give Them An Image** - Communicating your brand
- **The Product Service Package** - Developing the marketing hourglass approach
- **Marketing Materials** - Developing marketing materials that educate
- **Marketing Story** - Create connections by telling your story
- **Web Site Guide** - Content-based web site and search guide
- **Small Business Advertising** - 2 step advertising process
- **Direct Mail** - A targeted lead generation
- **Public Relations** - Earned media attention and expert status
- **Referral Marketing** - Building a systematic referral marketing platform
- **A Selling System** - Turn prospects into clients and clients to partners
- **Search Engine Marketing** - Generating leads and finding new clients via web
- **Blogging for Business** - Using your blog as a small business marketing tool
- **Marketing Automation** - Automate and extend your marketing with new technologies

Duct Tape Distance Coaching

Some small business owners choose to access the principles of the Duct Tape Marketing System via telecoaching. Typical engagement involves 4 online webinars per month and email communication regarding related matters. I can guide small business owners through the creation and application of the entire Duct Tape Marketing System and offer Virtual Marketing Assistant Services. Global Office Partners will create an online workspace for your company.

What is the price for the Global Office Partners Marketing Coaching Program?

The price for all our guaranteed coaching consists of a retainer fee that runs between \$1,600 and \$1,900 per month, depending upon the scope of the coaching engagement. Distance coaching, which doesn't involve face-to-face meetings, runs between \$1,200 and \$1,500 per month, again depending upon the scope of the engagement.

It takes about 12 weeks (3 calendar months) to cover all the topics included in the Duct Tape Marketing Ultimate Marketing System.

50% of the first month's fee as well as a setup fee of \$100.00 should be paid upon enrollment. Please feel free to call **800-718-4052** with any questions you may have or go to **www.ducttapemarketingcoach.com/findacoach** to find the coach who meets your needs.

Sincerely,

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