

## The Procrastinator's Guide To Marketing

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Uncertain if You Have the Ability to Transform Your Business into a Profitable Machine?

Scared that Your Small Business is Failing and You Won't Be Able to Save It?

Know that You Need a Profit Producing Plan but Keep Putting It Off?

If so, don't wait another minute. Get the help you're looking for in The Procrastinator's Guide to Marketing, where you'll find:

This is an incredible book, a virtual bible for getting more customers, making more sales and increasing profitability. Every business owner should read and apply these great ideas."

Brian Tracy, author of The Way to Wealth and Million Dollar Habits, [www.BrianTracy.com](http://www.BrianTracy.com)

Are You Aware that 80% of Small Businesses Go Under Before their Fifth Anniversary?

Or did you know that the US Department of Commerce estimates that 62% of all American businesses, regardless of size, fail within the first six years? Or are you aware that 40% of small companies go under before their first year anniversary?

Even worse, 85% of the 1 in 25 small businesses that do survive for 10 or more years never reach \$1 million in annual revenues and only 5% of those hit the \$5 million mark!

These grim statistics point to the serious challenges entrepreneurs face (even though the United States still offers the world's best climate for small businesses). So, like other American businesspeople we were hoping to uncover the root causes that would unlock the solutions.

Thank You, I've read enough. I'd like to buy the book now

"The Procrastinator's Guide to Marketing" is a good one. What a superb, in-depth general guide. Congratulations. It's the kind of mainstay resource that any small business owner should keep prominently close to hand on their work desk. Well done."

Jay Conrad Levinson, author of the Guerrilla Marketing book series and

founder of Guerrilla Marketing brand, [www.gmarketing.com](http://www.gmarketing.com)

Is Procrastination Killing Your Business?

Entrepreneurs – among the brightest, most innovative and action-oriented oriented business people – go into business without a marketing plan! Instead, they choose to run their businesses by the seat of their pants - a path that sabotages their chances of growing and sustaining a profitable business and nearly guarantees its ultimate demise.

Even worse, the vast majority of small businesspeople agree that a well thought out plan is vital to the health of their

business and have every intention of creating one... someday. But they never get around to it.

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The reasons are as varied as the people themselves - some believe that it's okay to do whatever they feel like doing whenever they feel like doing it; some are intimidated by the process; some lack confidence; and others are fearful of the outcome. But one thing is certain: it doesn't get done.

So what happens? They can't work effectively because their minds are elsewhere... on things they'd rather be doing, or on things they know they should be doing, but aren't.

And while almost everyone procrastinates at some time or the other there are several reasons why entrepreneurs are more vulnerable than most:

Given these conditions, it's not hard to understand why procrastination is such a common problem for entrepreneurs and small businesspeople.

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That's why our book - the first of its kind – takes readers by the hand and offers them with the wisdom, know-how and step-by-step templates for creating their no-excuse marketing plan, so they don't make the same mistakes that other small business owners have made. Instead, they obtain the necessary knowledge and tool to get the results they need... right now.

"Think of something dependable, practical, and reliable, something you can count on... you've just thought of this book. Simply put, it's a problem-solving tool. If you're a procrastinator, or you've got marketing problems, this book is your solution. It's clear, simple and succinct."

Michael Port, author national bestseller, *Book Yourself Solid*, [www.MichaelPort.com](http://www.MichaelPort.com)

More specifically, our 311-page book offers will provide you with:

Thank You, I've read enough. I'd like to buy the book now

"Finally! A straightforward and insightful marketing resource for everyone!"

Keith Ferrazzi, author of national bestseller, *Never Eat Alone*, and

founder and CEO of Ferrazzi Greenlight, [www.KeithFerrazzi.com](http://www.KeithFerrazzi.com)

Here's What Amazon.com Says About The Procrastinator's Guide to Marketing:

"The Procrastinator's Guide to Marketing is a comprehensive, 288-page guide which drags the dawdlers out of bed, grabs them by the hand, and walks them step-by-step through the entire marketing process.

If you're a business owner, this wake up call emphasizes the absolutely crucial necessity of developing and implementing a marketing plan. You will be completely convinced that a well-thought-out and written, strategic and tactical marketing plan is your business' best friend—a vital tool that will make a substantial difference in your ability to grow and maintain a profitable business.

You'll learn what information is important and how and where to obtain it. Confusing jargon and complex concepts are demystified as the authors take you by the hand and guide you through a simple “paint by numbers” process for completing a practical yet comprehensive road map for your business. By following the easy steps in the book, you'll walk away with a real, live, actionable plan.”

But we think this incredible testimonial says it best:

“I've just finished reading "The Procrastinator's Guide to Marketing" from [www.StrategicMarketingAdvisors.com](http://www.StrategicMarketingAdvisors.com). What a joy! It's an excellent new book written in true, easy-to-read style by authors Mary and David Scarborough.

I've not yet seen anything quite like this book: it is truly unique! Here's why. After reviewing this practical, how-to gem, I'm reminded of the wonderful quote from Bill Bradley: "Ambition is the path to success. Persistence is the vehicle you arrive in". With that in mind, I would add, "The Procrastinator's Guide to Marketing is how you can get there". It's really, really good - and I don't say that lightly!

So what's all the fuss about? Simple: when you do what I do, you'll come across lots of smoke and mirrors and bucket loads of pure nonsense that can make your head spin. And that dear reader, is why I'm genuinely thrilled when I find the opposite: a true marketing guide based on hard-won, practical experience combined with smart marketing techniques that work today.

We all do it, don't we: delay, put things off because "I'm too busy right now..." and so on. Comes with being human. The only remedy is to be aware and to fight procrastination ASAP. That's why I really like The Procrastinator's Guide to Marketing: when I'm going off course, it gently pulls me back on route, so that I can get done sooner, better, and spend more time and focus on my core activities.

As you read this book and start using the templates, you almost feel like you have these two expert, approachable authors standing over your shoulder, advising, helping, encouraging, giving you a little push when you need it, so you need never feel stuck at any time. Templates are a great idea. They save time and make any task easier.

So you won't be disappointed when in addition to the printed book, you can download all the relevant templates, worksheets, samples, resource guides, and examples the authors have formatted especially for the book, free of charge at [www.StrategicMarketingAdvisors.com](http://www.StrategicMarketingAdvisors.com). What a gift! Amazingly, there must be \$100+ value in those time-saving templates alone.

So there you have it: “The Procrastinator's Guide to Marketing” gets my highest recommendation. Don't waste another second floundering around in confusion: choose clarity and invest in The Procrastinator's Guide to Marketing right now while the templates are still included free, and set yourself back on the path to power, success and achievement.

Even better: buy two copies at the same time: The Procrastinator's Guide to Marketing makes an ideal enduring gift for a friend, relative or colleague.”

Brian Austin, Author/Webmaster, Scotland, UK <http://www.internettips.com/>

Thanks again for visiting us! Please feel free to provide us with your feedback so we can continue to help you, and others, work less and earn more.

Thank You, I've read enough. I'd like to buy the book now

To Your Success,

David and Mary Scarborough