

## Testimonials

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#### "The Procrastinator's Guide to Marketing"

"Business owners in every industry should add "The Procrastinator's Guide to Marketing" to their reference library. Written in the same spirit as Jay Conrad Levinson's Guerrilla Marketing book series, it provides a similar relevant context for solid marketing strategies and practical tactics. Mary and David Scarborough approach the tricky topic of marketing plans armed with years of study and experience as well as good old-fashioned common sense – a winning combination! Read it, absorb it, and most of all, apply it."

Mitch Meyerson, President of Guerrilla Marketing Coach and author of "Success Secrets of the Online Marketing Superstars", Scottsdale, AZ

"Entrepreneurs must maneuver in a dynamic, worldwide, rough-and-tumble marketplace, something that spells doom for business people who lack know-how and expertise. In order to be successful you must gain mastery over certain fundamental skills, because they do not come naturally, or overnight, regardless of what you've heard... That's why I strongly recommend that you use David and Mary's trustworthy expertise and legwork to shorten your learning curve. In addition to their rock solid advice, brilliant templates and step-by-step guides, you'll experience an enjoyable ride through their (and others) "real-life" lessons learned, stunning successes and vivid disappointments."

Keith Ferrazzi, Author of national bestseller "Never Eat Alone"

"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

"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 of the national bestseller, "Book Yourself Solid"

"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"

"I've just finished reading "The Procrastinator's Guide to Marketing" from [www.StrategicMarketingAdvisors.com](http://www.StrategicMarketingAdvisors.com). What a joy! 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.

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 timesaving 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."

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