

50 Simple Lead Generation Tactics

Tips, tactics and examples for generating leads and referrals from real small businesses around the world



*Written by John Jantsch
and the Duct Tape Marketing
Consultant Network*

50 Simple Lead Generation Tactics

The following ebook is a compilation of lead generation tactics taken from the wild over the years by myself and the growing army of Duct Tape Marketing Consultants.

Each example lists the type of business that put the tactic to use but don't limit your thinking to your type of business only. In most cases, with just a bit of tweaking you can apply the same approach to your business.

Scan through the list looking for 8-10 tips that you could employ and then go to work adjusting the example to fit your market, product or service.

If you would like help developing a comprehensive lead generation plan and marketing strategy tailored to your business, contact one of the Duct Tape Marketing Consultants found throughout this work.

Thanks and feel free to share this ebook.



John Jantsch
Duct Tape Marketing

**And the Duct Tape Marketing
Consultant Network**

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1 Software Company sponsors monthly webcast on best practices for nonprofits (target: Development Directors/Fundraisers). Invites Referral Partners to be the speakers. Tactics: email to 2000, direct mail to 2000, social media, and press release. Short term leads come from presenters (software company is top of mind with them - referrals are up). Long term leads come from registrations. As registrants come from direct marketing, they are added to the email list and fresh contacts are added to the direct mail list.



Dawn Westerberg • Dawn Westerberg Consulting
Austin, TX • www.dawnwesterberg.com

2 Wedding Photographer:

Offered couples a free portrait (\$250) on their one-year anniversary if the couples would provide three referrals at the time of the wedding. Then they also asked the couple for the list of the entire wedding party and sent them thank-you notes for being so helpful with all of the arrangements, photos, etc. The photographers also offered a free family photo as a way of saying thanks. What they found was that people who were in a wedding party soon married as well.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

3 Green Cleaning Service:



Cleaning service promoted their environmentally friendly and safe (green) cleaning by promoting the fact that “Clean doesn’t have a smell. Chemicals do.” They offered a guarantee of a free house cleaning if you smelled chemicals or cleaning agents.

David Smith • Valens Point
Reston, VA • www.valenspoint.com

4 Pilates Center:

Wanted to promote a specific Pilates program for expectant mothers. Teamed up with a 3D ultrasound company and created a mutual referral program. Expectant mothers that went to have an ultrasound received a free group lesson and/or a DVD with simple exercises to do at home. On the other side, expectant mothers that took the Pilates program received a discount bonus for an ultrasound. Both addressed a specific niche with specific benefits, generating new leads for both companies.

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David Gomez • Bien Pensado

Buenos Aires, Argentina • www.bienpensado.com

5 Heating & Air Conditioning Contractor:

During the sales process, they use testimonial letters from satisfied clients and then ask the clients if they would be willing to provide a similar letter if everything works out as promised. The customers and technician agree on a quoted price, the technician completes the work, and then before collecting payment, offers an additional fifty-dollar referral fee if the clients write a letter on the spot. It works every time.



John Jantsch • Duct Tape Marketing

Kansas City, MO • www.ducttapemarketing.com

6 Business Consultant:

Offered a 100% guarantee on her services, provided that the clients stuck to their program and followed her advice. This demonstrated the consultant's high level of confidence in herself and established a trust that is often difficult when first meeting professionals. The guarantee was not a high risk to the consultant because she knew it was rare for clients to follow programs exactly, a condition of human nature. Those who stuck closely to their program would be successful anyway.

Fiona Friesen • Strategy Forward Marketing

Nanaimo, BC • www.strategyforwardmarketing.com

7 Home Improvement Company:



Ran a contest called “Raze the Roof” to give a needy homeowner a new roof. They had entrants submit photos of their tattered roof and a brief write up of their situation and why they feel they deserve a new roof on a landing page on their website. The 30 entrants were narrowed down to 10 finalists whose photos and write ups were posted to their Facebook Business Page. Family, friends and the community at large had the opportunity to vote on who they felt deserved a new roof via a Facebook poll. Facebook page fans have nearly doubled in the month that the contest ran. They also partnered with the local minor league baseball

team, the Toledo Mud Hens, to sponsor their Sunday Fun Day family events and help promote the contest. They have received tremendous local media support and attention. They also spent \$10,000 on TV advertising to promote.

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Patrick Giammarco • PWG Marketing
Toledo, OH • www.pwgmarketing.com

8 Financial Planner:

Created his very own referral and lead network by sending a letter to ten other professionals who he had worked with and felt comfortable referring business to. This letter informed them that he was creating a unique referral network of one hundred of the area's top professional service providers and was inviting them to become a member, but that he needed them to recommend ten others who should belong to this exclusive group. He then created a resource directory and website that featured all one hundred professionals. The entire group promoted the directory and website and referred business to each other. As a result, other professionals begged to be allowed into the group. The strategy was so powerful that many of network members did no other form of marketing.



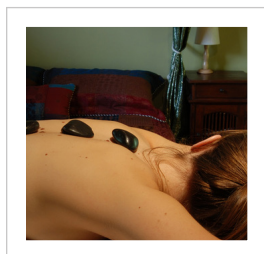
John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

9 Scissor and Clipper Sharpening Company:

Created a free "Always Sharp Inspection" service which includes polishing and adjustment of scissors or clippers demonstrating their high level to quality and care they use. This establishes trust and delight with stylists or groomers with a shined up and better functioning tool allowing them to provide a better service to their customers. Nearly everyone who takes advantage of the inspection service will sign up for the sharpening service that also comes with a 100% guarantee.

Debra Mendes • Valens Point
Reston, VA • www.valenspoint.com

10 Massage Therapist:



The goal was to attract more ideal clients to convert into long term, multi-visit clients. They offered their current clients a special volume gift giving gift certificate rate for the special people in their lives at the holidays, buy five 1/2 massages at the price of three. They suggested it for teacher, coach, babysitter, neighborhood party, networking, Secret Santa, etc. gift ideas. The gift certificate could be used by new customers only and after the first

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of the year. Once the “giftee” redeemed the gift certificate, they were then offered a full hour massage at the 1/2 hour rate to encourage a return appointment. At the full hour massage, they were then introduced to the package deal. This resulted in more exposure for the massage therapist, created instant credibility for the therapist through the giver’s “referral” of a gift certificate and established a nurturing selling process to the prospect, enticing them to continue to make appointments.

Vicki James • Stand Out Results

Rochester, NY • www.Stand-Out-Results.com

11 Independent Bookstore:

Teamed up with neighborhood schools to start a reading program. Students were encouraged to read a certain number of books that they checked out at the library. Each time the book was read the student received a punch on a reading card. After they filled up their card they received a free book from the bookstore. This promotion got the bookstore tons of publicity and exposure from the library and the school. Being smart marketers, they also were able to acquire the books they gave away from the remainders section offered by publishers. Typically this partnership arrangement allowed the bookstore to get the giveaway books, still high-quality, desirable books, for under one dollar.



John Jantsch • Duct Tape Marketing

Kansas City, MO • www.ducttapemarketing.com

12 Accounting Firm:



Created a cartoon strip featuring the accountant in over-embellished situations regarding his clients and their anxieties over filing taxes. It casted the accountant in a friendly, approachable light and provided some fun marketing content in an otherwise straight-laced industry.

Fiona Friesen • Strategy Forward Marketing

Nanaimo, BC • www.strategyforwardmarketing.com

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13 Veterinary Clinic:

Invited clients (pet owners), friends and neighbors to a “Pet Beauty Saturday” at their store offering free pedicure for their pets, with a previous appointment booking. It allowed them not only to acquire new customers but made cross-selling to current ones. Once they were at the clinic, they also purchased additional beauty products, a toy or pet food.

David Gomez • Bien Pensado

Buenos Aires, Argentina • www.bienpensado.com



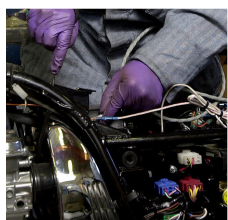
14 Business Consultant:

Every time he acquired a new client, he took his/her photo and made postcards for him/her to send to referrals. The photo made the card much more effective and generated much better referrals.

John Jantsch • Duct Tape Marketing

Kansas City, MO • www.ducttapemarketing.com

15 Auto Repair:



A certified Woman Friendly auto shop was looking to expand their reach within the six area colleges. During college Open Houses, move-in weekends and Parent's Weekends, they advertised their designation and a reception for the student and parent which was held at their facility to meet the mechanics and owner. The event featured a tour of the facility complete with cars on lifts and open hoods, quick demonstrations on common car issues (What to do if...), and other strategic partners that the attendees would find valuable.

For attending and registering at the event, each participant received a free oil change. By providing an atmosphere for the parents to get to KNOW & LIKE the owner and mechanics, they quickly created a TRUST environment that gave them the peace of mind that while their child was away from them, the student was still being taken care of in a safe place and situation. Ultimately, the parents became a brand advocate for the Auto Repair shop. The shop then would keep track of mileage, oil change and inspection dates and send reminder emails or texts to the student and parent that it was time to come in.

Vicki James • Stand Out Results

Rochester, NY • www.Stand-Out-Results.com

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16 Marketing Services Company sends post cards to LinkedIn contacts who have endorsed them with a skill thanking them for the endorsement. Post card is hand written, no promotional message - just thanks. 18 postcards sent in last 2 months, 4 leads, 2 closed.

Dawn Westerberg • Dawn Westerberg Consulting
Austin, TX • www.dawnwesterberg.com

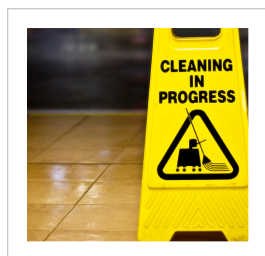


17 Electrical Company:

Each time a service technician makes a call, they give the customer five \$5 referral bucks certificates. The certificates have the customers name on them. Customers are encouraged to give them to friends, family and neighbors. Each time one of those \$5 off coupons is used, the customer who gave them away also gets a \$5 off coupon sent to them to use on their next service.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

18 Commercial / Industrial Cleaning Service:



Offered free initial services from other appearance and cleanliness related businesses for new customers. That included doormat service and external window washing. The entire result (cleaned office, new front door mats, and clean windows) heightened the visual appeal of the cleaning service.

David Smith • Valens Point
Reston, VA • www.valenspoint.com

19 Corporate Culture Consultant:

Created an eBook on how to develop a culture of excellence. Set up a landing page with the goal of collecting email addresses and using an email nurturing campaign. Created a blog post and amplified via social media. Partnered with the local Human Resources Association and Board of Trade to send out an email campaign promoting the eBook on his behalf. Results included more than 150 downloads of the eBook in two days and three consultation requests.

Nicole Croizier • Corner Your Market
Vancouver, BC • www.corneryourmarket.ca

20 Attorney:

Sponsored online teleseminars and invited well-known authors and speakers by allowing them to pitch their books or other products. Targeted clients lined up to hear the prominent speaker and provided their names and e-mail addresses to get on the free call. The teleseminars became so popular that the attorney recorded each call and created an entire library of products that he used for other marketing efforts. By sponsoring the well known authors, the attorney created a very high profile referral network.



John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

21 Software Services Company:

Strategic follows for Twitter - Use prospect list, nurture list, customer list to develop Twitter lists. Lists are kept private. Use Hootsuite to follow lists and RT (retweet), promote prospects and customers. Stay top of mind with key audiences so that when moment of truth comes, they contact solution provider. Build a more meaningful, strategic social network.

Dawn Westerberg • Dawn Westerberg Consulting
Austin, TX • www.dawnwesterberg.com

22 Clothing Store:



Partnered with surrounding, non-competing, stores to promote and refer each other. Each store created discount cards and displayed them in the store and inserted them in shopping bags. The stores also shared mailing lists and held “secret” after-hours specials, just for customers who referred business.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

23 Financial Advisor:

“Borrowed” trust from well-known talk show host and committed to a year of dialog on current national and global events and their economic repercussions. It took almost a year to win first big account, which more than paid for it all.

Amy Laff • Comprehensive Marketing Strategies
Scottsdale, AZ • www.comprehensivems.com

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24 Registered Clinical Counselor wants to start helping clients overcome fear and anxiety around horse back riding. Placed a Facebook PPC ad narrowly targeting only those in a small geographic region who like horses. Results included 150+ Facebook likes (at a cost of approximately \$100) and three new clients (valued at approximately \$2400).

Nicole Croizier • Corner Your Market
Vancouver, BC • www.corneryourmarket.ca



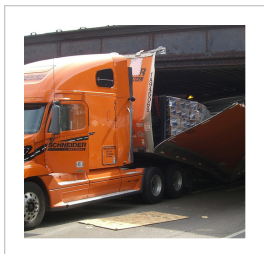
25 eCommerce Retailer:

Sent postcards to niche market segments with highly personalized graphics and messages and created pre-filled and approved accounts with a special login code that also qualified the new customers for one time discounts just for activating their account.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

26 Property-Casualty Insurance Agency:

Invited several local commercial insurance clients to participate in its “Customer Appreciation Booklet”. Each business had to create and honor a “Killer Offer” of their service or product e.g. a payroll company offered 6 months free service with a 12 month contract, an auto dealer offered an additional \$1,500 off the best deal of any new vehicle sale, a dental group offered a \$800 off their Invisalign program, etc. The agency head compiled and printed Customer



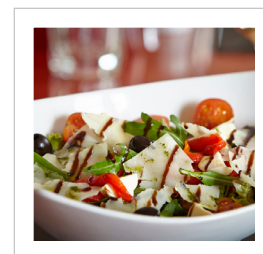
Appreciation Booklets containing “Value Certificates” reflecting the offers provided by 10 local businesses. Each participating firm was asked to distribute the booklets to their customers -- “Before you go, let me get you a CAB” (Customer Appreciation Booklet). CAB Value Certificates were redeemable only by a new client of each participating firm to avoid “client cannibalism”. Also, the offers were not discounts by a participating company, but by the group of other companies represented in the CAB. Net effect: Without having to invest in promoting their offer, each firm was able to significantly increase the value of their incentive offer. Each firm now had a way to add value to their own services. Each firm now

had 9 other firms cross-promoting their services. Each firm had effectively moved their cost of sale to their point of sale. Rather than buy an incentive to offer, they leveraged their internal costs of the offer against the street value of it. Finally, the P&C agency was represented prominently on each CA Booklet and, as a result, generated lots of market awareness, goodwill, and leads based on renewed appreciation and bonding with their clients and community.

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Bill Doerr • SellMore Marketing
Kensington, CT • www.theprofitproject.com

27 New home salesman, wanting to reach into surrounding community as potential customers, printed postcards with a promise of a \$50 gift certificate to a new Italian restaurant just around the corner if someone made an appointment and toured some of their featured homes. He worked out a deal with the restaurant owner to only pay \$25 for the \$50 face value gift certificate. The home salesman generated 40 new leads which led to 4 new homes sold in a 3-month period of time. Meanwhile, the restaurant owner was thrilled with the 40 families who tried his new restaurant (of the 40, only a handful even knew he was open).



The restaurant considered the \$25 cost of each certificate was cheaper than any advertising he could do otherwise.

Randy Vaughn • Marketing Twins
Fort Worth, TX • www.marketingtwins.com

28 Computer Repair:

This company simply asked for referrals every time they marketed or communicated with their clients in any manner. They created a big rubber stamp that said, “We crave referrals”, and stamped that sentiment on every piece of mail that left the place. Invoices, marketing pieces, newsletters, training manuals, work orders...you name it. By putting that message in front of their prospects constantly, they began to receive referrals from many different places.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

29 Financial Planner:



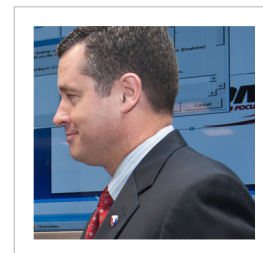
Used the concept of going opposite (tip of the hat to Daniel Burrus for his book “Flash Forward”): Instead of concentrating on convincing people to put money into retirement accounts they focused on helping newly retired professionals transition to how they would now plan to withdraw that money for the rest of their lives. This detailed and thoughtful process led to referrals and brought more money under management by their firm.

David Smith • Valens Point
Reston, VA • www.valenspoint.com

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30 Business Coach:

At networking events, people would always ask how business was and he would typically respond something like, “Just great.” Now, he simply says, “Business is very good, but I am always looking for more clients who need this...”, then he hands them a referral card that clearly states the types of issues, challenges, and frustrations that he helps people through. Just changing his response to this seemingly automatic question has changed the way he generates referrals.

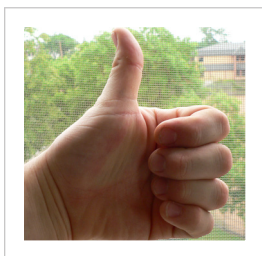


John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

31 Christian concert promoter wanted to attract younger music fans using social media. Started setting up a social media table at concerts offering free music CDs of local artists to people who “Liked” their Facebook page. At bigger events, he would give away a signed electric guitar from a well known Christian artist. Facebook “Likes” went from 600 to over 10,000 in 6 months. His Facebook page is currently over 17,000 “Likes”.

Donovan Hardenbrook • Leap Innovation
Tempe, Arizona • www.leapinnovation.com

32 Management Consultant:



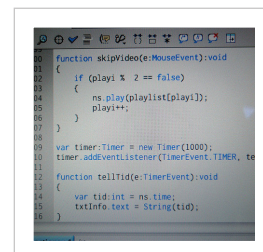
This smart marketer made it a habit of acquiring testimonials from every single client he had ever worked with. In some cases, he had testimonials from every single person that worked for a business he had consulted with. At some point, he had more than 500 letters from thrilled clients. Then, when a prospective client would call and ask for information on his company or request a proposal for services, he would simply create a spiral bound 500-page book of testimonials with a snappy cover and send it over. The prospects were floored by so much proof.

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Kansas City, MO • www.ducttapemarketing.com

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33 Software Services Company uses lumpy mailings for referral partners. Four times a year, 3D mailing sent (logo'd water bottle, local brand of coffee with logo'd sticker, etc.) along with rack card listing services, personalized letter suggesting cooperative marketing activities. Each referral partner usually calls with a week or so with joint lead opportunities.

Dawn Westerberg • Dawn Westerberg Consulting
Austin, TX • www.dawnwesterberg.com



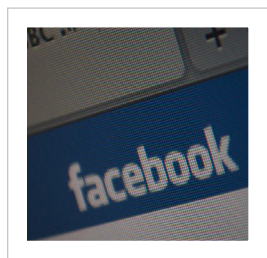
34 Massage Therapist:

Every time a new client signs-up for their six-session package, they give the client three referral cards for a free massage. Clients give the cards away to friends and family. If one of those free massage cards then turns into a six-session buyer, the original client gets a free massage.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

35 Use Outbound Marketing on Facebook!

This is a new twist, a total game changer, and it will work for almost any business. Use the new Facebook ad targeting options (Power Editor in Facebook Ad Manager) to pinpoint ideal customers far beyond what's been possible anywhere else in the past. You can target your ads by demographics, location, industry, job function, value of home, likes and affinities, buying patterns, keywords, profile information, and even specific items purchased like bottled

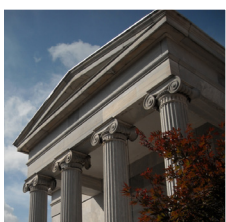


water or non-fat milk. There are over 500 data points to pinpoint the exact folks you want to communicate with. To engage, create a nicely worded ad with title and image and drive traffic to a Facebook embedded landing page that presents an unbeatable offer: ebook, video, webinar, drip feed or contest to build fans and your email list. Don't go for a sale, you're just getting to know them. Make it worth it for them to get on your list and/or follow your Facebook page. Technical tips: To embed a landing page from your website into Facebook try ShortStack (free account), create an iframe to a specific URL on your site and attach it to your Facebook page in ShortStack. Use the Wordpress plugin Premise to create your

landing page (or use any other landing page) and connect it to your email marketing tool like Mail Chimp, AWeber, etc. The landing page doesn't have to be gorgeous, just compelling. This tactic is working right now for B2B and B2C businesses of all kinds.

Justin Sturges • Axis Internet Marketing
Sacramento, CA • www.axisinternetmarketing.com

36 Marketing Consultant:



Contacted a bank and an accounting firm that both had small business clients and offered to put on a free marketing seminar for their clients. The bank and the accounting firm invited the guests and provided the space and refreshments. The marketing firm provided the seminar content. The bank and accounting firm liked the idea of doing something for their clients, but the twist that really made this work was that the bank and accounting firm saw it as an opportunity to meet each other's clients and perhaps get some good exposure to prospective clients.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

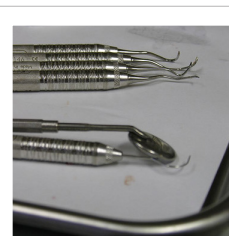
37 Janitorial Services (B2B): The competition is tough within this industry and many business owners only value price because they feel clean is clean. In order for a start-up to make traction within the market, they offered a deal of 3 months free with a 6 month contract. By getting their foot in the door, they were able to establish that their cleaners did, indeed, offer a higher quality service than their competitors.

Vicki James • Stand Out Results
Rochester, NY • www.Stand-Out-Results.com

38 Dentist:

Created what he calls compliment cards. Every time a client gives a compliment, like, "that didn't hurt at all", someone on his staff is ready with a referral card. The staff also emphasizes that the only way they work is by referral.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com



39 Disaster Clean-up Service:

Contacted every homeowner that had a disaster, regardless of whether they used their service or a competitor, and offered replacement plush animals to their children. The toys were gathered via a community-wide donation campaign. This heightened the name awareness of the company and increased referral leads. This worked for referrals even though they may not have been the company that provided the cleanup service since each person that had experienced a disaster in their home knew of at least 2 companies that worked in the industry - one that did the work and one that did something nice for their children.

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David Smith • Valens Point
Reston, VA • www.valenspoint.com

40 Author:

An author promoting a book targeting train-collecting fanatics, located several very respected authorities on the subject and offered to pay them up to a dollar for each letter endorsing his book that they would send to their mailing lists. The mailing list owners jumped at the chance and he willingly paid some of them over \$1,000, but he sold hundreds of books and then proceeded to sell a very expensive set of collections to many of his new clients.



John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

41 A Christian mechanic decided to change his strategy in terms of his LED sign in front of his business on a major highway. Rather than posting the traditional mentions of vehicle repair and maintenance services they perform, he changed the Saturday/Sunday/Holiday messages to be messages of inspiration, faith, Scripture and encouragement. The targeted messages, reaching to a specific demographic, has brought hundreds of new customers (mainly female) over the past 5 years who said they did not previously have a mechanic they could trust. All of them mentioned that the Christian messages attracted them.

Randy Vaughn • Marketing Twins
Fort Worth, TX • www.marketingtwins.com

42 Environmental Consulting company (B2B):



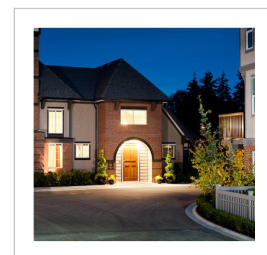
Created a conference of “Environmental and legal risks you might not be aware of and how to avoid them”. Invited specific and previously identified prospects, made the presentation and at the end scheduled “Preliminary Risk Diagnosis” visits for those interested. At least one new customer came from each presentation.

David Gomez • Bien Pensado
Buenos Aires, Argentina • www.bienpensado.com

43 Mortgage Company:

Sets the table ahead of time by showing clients exactly how he is going to perform. He sets the cost savings, interest savings, and time frame for the transaction all ahead of time. Then he gets the client to agree to give him five referrals on the spot if he performs as promised. It becomes a game and the clients always love it. Plus, it pushes him to perform and emphasizes the value he provides.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com



44 Bridal & Formalwear Salon:

Sponsor fashion clubs or cheerleading squads at local high schools. As part of the sponsorship and as a benefit for the club, invite members (and a guest) to an “after hours” party at the salon before prom or homecoming season so they can try on dresses or tuxedos. Offer door prizes in the form of coupons to people who attend and mention the event on their favorite social media site (Twitter, Facebook, etc.). Give away a “Grand Prize” to people who sign up to enter with name and email address. Follow up with all the people who enter using your favorite CRM/ESP provider.

Kevin Jordan • Redpoint Marketing Consultants
Richmond, VA • www.redpointmarketingconsultants.com

45 HVAC Contractor:



Sent out gift certificates to existing customers worth a free annual maintenance plan of \$97. Customers gave them to friends and for each friend that used it, the customer extended their plan by another year free.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

46 Photographer: In a push to get more clients to sign up for boudoir photography sessions, she started a strategic partnership with a high end restaurant in town to create a “Dinner/Photography Session for Two” package. This is how it works: She and the restaurant work to put together the offer. They advertise the offer (20% off dinner and photo session) on their respective websites and also in the local entertainment paper. They will also create brochures to give to their respective prospects and they are also considering local radio spots to advertise the deal. They will use this initially around Valentines Day but will expand to other times of the year if successful.

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Joe Sheets • Triangle Marketing Consultants
Cary, NC • www.trianglemarketingconsultants.com

47 Tutoring Service:

Sponsored multiple clubs (music, chess, math) at local schools in order to introduce company to parents of the students that participated in those clubs.

David Smith • Valens Point
Reston, VA • www.valenspoint.com

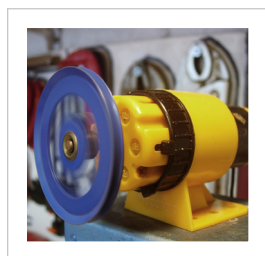


48 Plumbing Supplies Store:

Offered sales people from plumbing and other construction related firms, “finder’s fees”, for giving his sales person leads. A painting contractor would give him a heads-up when he was asked to bid a job and then the plumbing supply contractor could reach out and make a special offer to the homeowner or contractor. If the lead turned into a job, he would send a check to the sales person from the other company. Having all of these paid “scouts” out there really kept him in the know about who was doing what.

John Jantsch • Duct Tape Marketing
Kansas City, MO • www.ducttapemarketing.com

49 Global Motors & Drives Manufacturer:



Partnered with the leading industry B2B publication in their market, who developed quality educational content and graphics, in the form of a 10 page eBook, and deployed it to the publication’s audience/eList (55,000 email names). The publication wrote all of the content (with input and guidance from clients), did all of the layout and design of the book, and then did massive promotion of the eBook to the publication audience, which included two email blasts, and numerous banner ads on the publication’s website and within all of their eNewsletters.

Ed Stott • Stott Marketing
Newton, MA • www.stottmarketing.com

50 Multi-level marketing group looking for ways to grow the customer and distributor base beyond the “home parties” approach, created two weekly events, on two different nights, two different times, at two different venues. Any of the distributors on the team could bring one or two - or as many as they wanted - potential customers or distributors. Offered complimentary wine and beer and presented the product in 20 minutes or so. New “potentials” spent time with existing team members, learned a bit about the product/opportunity (became “group selling”), which leveraged the time of many resources. Got over the hurdle of parties that might only have one or two people attending - bring your party to us!

Theresa Bornbach • BizSAVVY

Cedar Rapids, IA • www.bizsavvyleaders.com

51 Dentist:



Installed an oven and small kitchen in his office and bakes chocolate chip cookies every day. Every patient leaves with a little gift bag of cookies. A couple of things make this work so well. Instead of smelling like a dental office, the place smells wonderful. The cookies are really good, so people appreciate getting them, and the practice is so unique that people naturally talk about it to friends and associates.

John Jantsch • Duct Tape Marketing

Kansas City, MO • www.ducttapemarketing.com



About John Jantsch

John Jantsch is a marketing consultant, award-winning social media publisher and author of three best-selling books, [Duct Tape Marketing](#), [The Commitment Engine](#) and [The Referral Engine](#).

His blog was chosen as a Forbes favorite for marketing and small business, and his podcast, a top ten marketing show on iTunes, was called a “must listen” by Fast Company magazine.

About the Ultimate Marketing System

Created by John Jantsch, the [Ultimate Marketing System](#) is a complete small business marketing system consisting of 5 modules that include audio, video, workbooks, worksheets and additional materials – the product of over 20 years of working with some of America’s most successful small businesses and independent professionals.



Hire a Duct Tape Marketing Consultant

John Jantsch also created [The Duct Tape Marketing Consulting Network](#) that trains and licenses small business marketing consultants around the world. These marketing consultants help you complete your ultimate marketing plan. You’ll receive one-on-one attention from a marketing pro that can help you craft a powerful marketing plan, hold you accountable for completing each step, and then show you how to implement the plan to grow your business.

To get started with a consultant complete a free [Signature Brand Audit](#) (a \$250 value) and Duct Tape Marketing will assign a consultant that best meets your needs.

