

The 5 Minute Marketer

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quick marketing ideas with fast results you run a small business and you want to get ahead of the competition but how can you give resources to
marketing when you re short on time and the budget is tight the solution is here the 5 minute marketer is packed with 395 tried and tested ways to
market your business in 5 minutes or less written by stefan ekberg an author with over 20 years experience in marketing for small firms this is an
amazing book of marketing hacks for anyone who doesn t want to waste time when spreading the word about their business some of the 395 techniques
will be new to you while some are familiar ideas that are too easily forgotten in the day to day pressures of running a business you ll find tips on

generating new orders speeding up sales selling more online improving your website and much more read with an open mind and highlight the ideas you would like to try then just find 5 minutes and put them into practice now what are you waiting for in 5 minutes time you could have marketed your business in at least one new way don't delay any longer start reading and start marketing become a 5 minute marketer

stop making excuses start making progress with your music career 1 best seller in the music business category in february 2015 the purpose of this book is to give you a comprehensive list of bite size marketing activities that can literally be done in five minutes or less no kidding anyone including you can do this of course you can spend more than five minutes on them if you want to but if you're pressed for time you now have at your fingertips a handy selection of simple marketing actions you can take use this book as a solution to that age old complaint i don't have time to promote my music or as the antidote to the faulty rationale i'll focus on marketing when i have more time don't get sucked into the no time bad time trap will five minute activities really make a difference are they even worth doing for me the answer is a resounding yes engaging in these actions on a daily basis will create momentum they will help develop new habits that will serve you well in fact i bet it won't take long at all before you start to see the benefits you never know when an email you send a photo you post online or some simple step you take will lead to a new fan live show or exposure opportunity but if you take no action and keep putting things off until some mystical time in the future the only thing you'll see is stagnation my promise to you if you take consistent action continue to move forward and keep chipping away at it you will see results but you must do these things on a daily basis with this book in your collection of marketing tools there is no excuse to go days or weeks or months or years without doing something to make progress with your music career read through these lists of five minute marketing actions highlight the ones that resonate with you and whenever you have five minutes to spare pick one and act on it you can get started by taking this one minute action right now scroll up and click the buy button your music and your destiny deserve it bob here's a quick look at the contents section 1 five minute marketing steps in the real world fourteen things you can do locally in your home town eighteen things to do before during and after your live music performances four things you can do to network and strengthen your people connections six things you can do when songwriting or recording new music eight things you can do to get publicity and media exposure nine things you can do to generate more music sales eight things you can do to find inspiration and get educated eight things you can do to supercharge your planning and productivity section 2 five minute marketing steps in the digital and online realms seven things you can do with your music website four things you can do if you publish a blog eight things you can do to brainstorm content marketing ideas seventeen things you can do with twitter seven things you can do on your facebook fan page eleven things you can do on youtube nine things you can do on itunes amazon and cd baby thirteen more social media and digital music action steps you can take final thoughts book excerpt from guerrilla music marketing vol 1 book excerpt from guerrilla music marketing vol 2

includes index

this indispensable book and cd kit gives you the practical tools you need to implement effective campaigns right away from ready made planning forms to easily customizable ad prototypes to a simple template

examines the history appeal strategy and likely future of the 30 minute advertisements which target more than just the bored and insomniac provides step by step formulas to help determine whether or not an infomercial is the right marketing approach for a particular company s product goals and budget chapters cover topics such as identifying target audience producing an infomercial financial realities and inbound telemarketing includes a glossary annotation copyrighted by book news inc portland or

includes abstract of the proceedings of the county agricultural societies

a powerful story leveraged through word of mouth mouse and mobile is the secret to connecting with customers in our time starved and media fragmented society whether you re just starting out or a seasoned veteran these easy to read and apply five minute articles will enhance your efforts as a sequel to mary s first book five minute marketing this book includes the best of her published columns entries from her popular blog fiveminutemarketing.com and other previously unpublished work dip in or read it cover to cover and ramp up your marketing quickly you will learn how to generate wom publicity and media interest in your business track trends and take advantage of marketing opportunity use social media to your advantage brand your business your ideas or your products model winning approaches to advertising from industry leaders leverage your story and much much more mary charleson s 5 minute marketing columns consistently provide entrepreneurs with valuable advice about marketing their products their companies and themselves this book includes the best of her recent columns along with insights from her blog and previously unpublished work timothy renschaw editor business in vancouver today positive wom may be the single greatest influencer of a brand s future success if you want to know how to succeed mary s book is a great place to start lance saunders executive vp managing director ddb canada engaging entertaining and a born teacher mary makes learning fun from the classroom to the boardroom she offers up great marketing insights this book is simply an extension of her style to the written page charlene hill department chair school of business capilano university

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