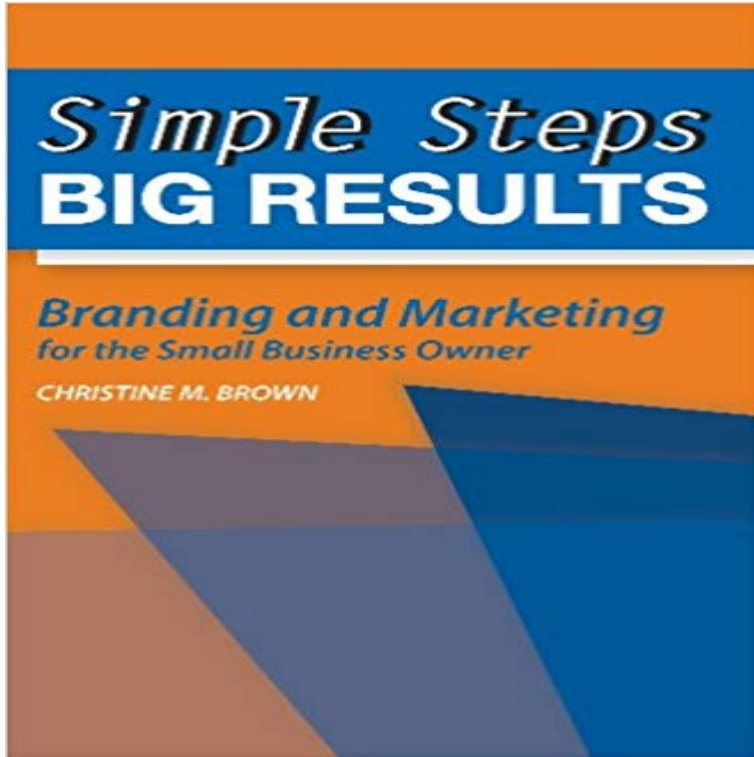


Simple Steps, Big Results: Branding and Marketing for Small Business Owners



Simple Steps, Big Results: Branding and Marketing for the Small Business Owner

In this first edition of Simple Steps, Big Results: Branding and Marketing for the Small Business Owner, Christine Brown takes business owners by the hand to help guide them to create a marketing program that will deliver the sales results they want. Drawing on many years of marketing and branding experience in a variety of markets, she provides easy-to-follow tips, practical insights and workable solutions on how to develop and execute marketing with branding to get BIG RESULTS. Beginning with defining What is a Brand? and providing examples for the difference between sales and marketing, Brown walks you through the fundamental ideas that every business needs to consider with strategies and tactics explained in a conversational, easy-to-understand language. She shows you how to apply these to your business, which tactics to avoid, and how to decide when it is appropriate to use electronic marketing over traditional marketing. Finally, Brown offers valuable resources of checklists, worksheets and to-do lists. After you have finished Simple Steps, Big Results, you will be ready to prepare and implement your marketing program to achieve big results.

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