

Kick your business into high gear with this fast, fun, pull-no-punches guide.

Advance Praise for *Do It! Marketing*:

“*Do It! Marketing* has cracked the code on marketing success. And the code is simple—there is no code! Rather, David shows you step-by-step how to own the marketing process and get results. No matter what got you here, this book will get you there!”

—Marshall Goldsmith, author of *The New York Times* bestsellers *MOJO* and *What Got You Here Won't Get You There*

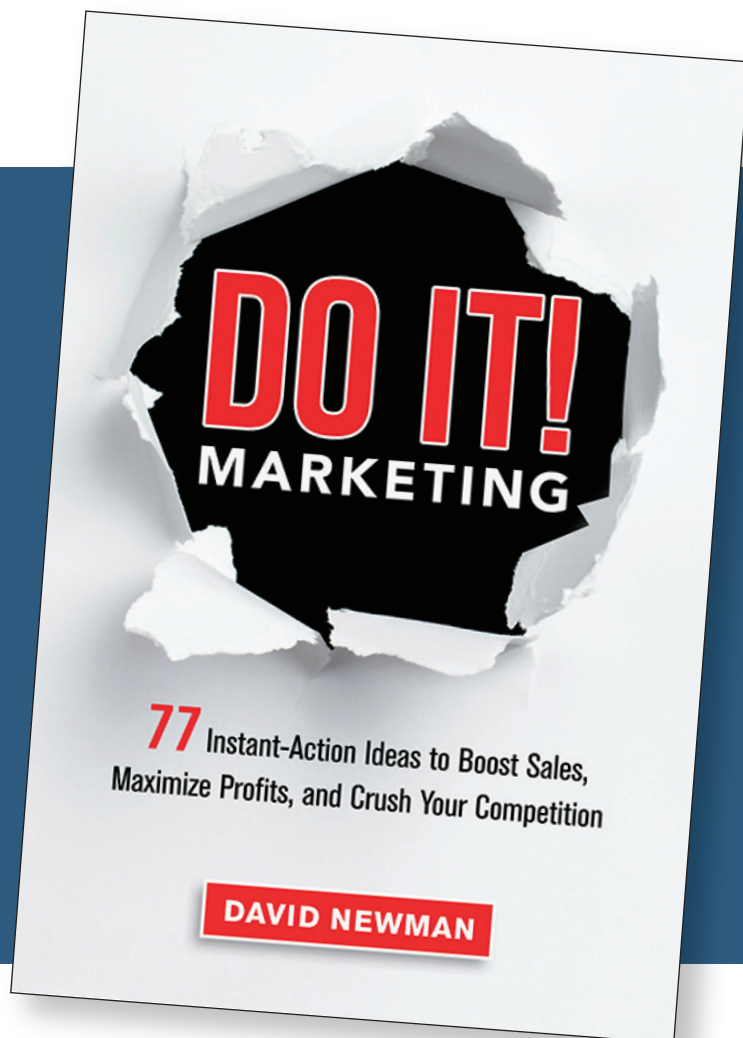
“One of the most practical marketing books you will ever read—so what are you waiting for?”

—John Jantsch, author of *Duct Tape Marketing*

“*Do It! Marketing* is jam-packed with powerful marketing secrets that you can implement tomorrow. David Newman tells you what you need to hear in ways you need to hear it. But he says the most important thing in the title of his masterful book. If you follow David's wise advice, it will lead you right to the bank.”

—Jay Conrad Levinson, bestselling author of the *Guerrilla Marketing* series of books

“Wow! This is a terrific book—loaded with practical, proven, and often surprising methods and techniques to dramatically increase your sales.” —Brian Tracy, author of *Unlimited Sales Success*



About the Author

DAVID NEWMAN is an acclaimed marketing expert, popular speaker, and founder of Do It! Marketing, whose clients range from small and solo business owners to Fortune 500 companies, including IBM, Comcast, Microsoft, Accenture, and American Express. His expertise has been featured in major media including *The New York Times*, *The Wall Street Journal*, *Selling Power*, *Entrepreneur*, *Investor's Business Daily*, and *Fast Company*. He lives in Philadelphia.

Connect with David Newman:

Twitter: @dnewman

Facebook:

David.Newman.Marketing.Speaker

Pinterest: marketingexpert

website: www.doitmarketing.com

ISBN: 978-0-8144-3286-0

Hardcover, \$19.95

As a business owner or solopreneur, you have your hands full. With precious little time in your day—and so many new ways to reach prospects—it's hard to even know where to start when it comes to marketing your products and services. Social media? Email? Blogs? Video? Search engine optimization?

Only action creates results and if you're going to stand out from the crowd and attract, engage, and win more customers and clients, you're going to have to take some smart, simple steps to get in the game with just-in-time guidance to point you in the right direction.

A quick, encouraging kick in the pants to reignite your marketing mojo, *Do It! Marketing* combines the big picture “why” with easy-to-follow advice for helping your business conquer the world step-by-step and day-by-day. With nothing left out and nothing assumed, this down-to-earth marketing guide gives you all the strategies, tactics, templates, and tools you need.

The book provides a special 21-Day Marketing Launch Plan, plus access to more than 100 free online resources, giving you all the help you need to stay on track. From seven questions to identify your best buyers, to how to cut down the (wasted) time you spend “following up,” to building a marketing-savvy website, to writing an effective marketing “one-sheet,” this painless, inspiring, one-of-a-kind book will ignite your marketing get-up-and-go.

AMACOM
THE BOOK PUBLISHING DIVISION OF
AMERICAN MANAGEMENT ASSOCIATION

Single copies available at your favorite online retailer or bookstore.
Great discounts on bulk purchases, starting at 40%!
For details, call 1-800-250-5308 or email: SpecSlsWeb@amanet.org