

How To Make It "Rain" Clients Year Round



Written by: Debra Sweet
www.SweetMarketingSolutions.com

FOR THE ROOFING CONTRACTOR



Marketing Made Easy™ for the Roofing Contractor
Home Study Course © 2009
By: Debra Sweet

Congratulations for making the decision to help your business thrive by wanting to understand how to develop and implement effective marketing. In the Marketing Made Easy™ Home Study Course, you will begin to see how we've taken the vastness of marketing and have broken it down into simple, manageable steps so that you can begin to see changes in your marketing efforts sooner rather than later.

Like any thing new that you learn, marketing is a skill that can be developed. In order to become very good at it, you do need to practice and apply what you learn. In this the Marketing Made Easy™ Home Study Course for the Small Business, you are going to discover insights, tips, resources and proven techniques to help you grow your business.

There are a few key things to understand going forward. First, remember that this course is filled with information to support your business growth. I've shared my own personal experiences in running small businesses with the information and resources we speak of. I've personally worked closely with a variety of small businesses over the years setting up, assisting, guiding and implementing effective marketing for them. I have successfully co-owned a variety of small businesses for over 25 years where I did all the marketing and sales- giving me experiential knowledge and understanding of nuances of a business like yours. My experience includes retail, brick and mortar businesses, online businesses, growing lifestyle businesses and even enterprise business models. I know how to help guide you on marketing and effectively communicating with your ideal decision makers.

Our company personally uses and has tested each one of the methods described in the course. Why is this important? Because we have been able to shorten your learning curve and we know first hand what to do, and what not to do for achieving marketing results. For the resources that we recommend, due to our personal relationships with these companies, we have been able to arrange for special pricing, services, offers and support by using the direct links in this kit. Anytime you need assistance with these resources, feel free to contact us directly at support@sweetmarketingsolutions.com or by calling 888-SWEET-85.

Your business is going to evolve as it grows. It's inevitable. The longer you stay in business, the more you learn, the more you adapt. Conditions in the world around you change and these changes have an effect on the business market and consumer thinking. Remember: as your business evolves your marketing will evolve also.

We have laid forth time-tested, proven systems and guidelines to enable you to refer back to again and again. We have broken the huge practice of marketing into manageable ideas that you can apply today. The Marketing Made Easy™ Home Study Course is designed to be interactive for best results. Read through the course and be sure to actually work through the fill in sections. They are for your learning benefit. The information you work out in those sections will also lay the foundation for your new and improved marketing.

Enjoy learning in a direct and easy approach to help you get to the bottom line of what you need to do for results. Discover the fun you can have with new marketing ideas. Grab onto the systems we share and have comfort knowing that you are one your way to meeting new people that can become trusted and valued life long customers.

Here's to your success and enjoy the journey of discovering Marketing Made Easy™!

Marketing Made Easy™ for the Roofing Contractor by Debra Sweet

Web: www.SweetMarketingSolutions.com
Email: support@sweetmarketingsolutions.com

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www.SweetMarketingSolutions.com

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Marketing Made Easy™ Home Study Course Learning Objectives

By the time you complete your Marketing Made Easy™ Home Study Course you will be in a position of greater enlightenment and understanding regarding what goes into marketing that will effectively support your business.

You will have a deeper understanding and the ability to recognize what marketing ideas, options and avenues will benefit your business growth – as well as being able to recognize which ones are not a fit for you.

The end results of working through this course will enable you to:

1. Compare and contrast different marketing options to decide which one(s) will be appropriate to supporting your business growth goals.
2. Identify the key components that go into strong content for successful marketing.
3. Write out a short term marketing plan to support your business growth goals.
4. Set a short term marketing budget to allow for consistency in your business growth goals.
5. Develop unique promotions, marketing communication and offers to your clients and prospects that will increase your results.
6. Integrate automated marketing tools that will support your business systems cost effectively.
7. Analyze your sales and understand how marketing ties in with sales to achieve your business goals.
8. Strategically plan your marketing actions and activities in order to have a strong, healthy business in any economy.

Got 60 Minutes? Get Results!

Entrepreneur, Author, Musician, Speaker, Marketing Consultant, Sales Coach & Trainer- These are all titles that apply to Sweet Marketing Solutions founder Debra Sweet.

Exposure to business at an early age along with cultivation of artistic talent in music and writing is the background that Debra Sweet brings to her clients and audiences alike. Her experience through out her career in sales and marketing for both family owned businesses as well as large corporations is a key success factor in helping businesses nationwide.

Debra Sweet specializes in coaching business owners and executives helping them increase their bottom-line through planned, targeted, effective marketing. She's been called "A People Mover" by many. She moves people to take action to get lasting results in their life. Her personal passion of showing people there's a better way to market their business lays the foundation for the inspiring and motivating topics she speaks and teaches on.

Innovative, creative, interactive and dynamic author and entrepreneur, Debra speaks on topics of leadership, marketing and sales making them easy for you to understand and apply in your business. Not one to let people sit quietly on the sidelines, her unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Her extensive knowledge in marketing and sales makes these topics easy for audiences to understand. A key success factor Debra brings to her audiences is the delivery of information that is transformational, invigorating and can be applied today. Her professional experience on stage as a musician and speaker helps her deliver messages to her audiences in a fresh, inspiring, motivating way.

Debra's background includes extensive studies and training in sales and marketing. She's a contributing author to the New York Times best selling book "Masters of Sales". She is also an author in The Power of Leadership books series: "Finding the Leader Within", "Becoming the Leader Others Will Follow", "Being the Leader Producing Results" and "The Power of Mentorship for the Woman Entrepreneur". She was a regular co-host of the San Diego based live on air and on line radio show "BisTalk Radio- Believing is Seeing" and now is the host of The Power of Leadership Radio. She's an 13 year member and director of the world's largest professional networking organization, BNI. She regularly teaches business owners how to effectively increase business through word of mouth referrals and is a certified trainer of trainers within the organization.

As the founder of the marketing consultation firm, Sweet Marketing Solutions, Debra has over 25 years of success as a marketing advisor and as a strategic marketing consultant. Her marketing consulting services will help your business succeed in this highly competitive environment.

Always focusing on an end result, Debra helps to streamline the vastness of marketing so business owners can be comfortably involved when they are working towards achieving marketing growth goals. Her unique blend of understanding business systems, a great sense of value in client relationships and endless creativity are key elements that Sweet uses to deliver value packed information to audiences and clients around the country.



PO BOX 3406 Vista, CA 92085

Phone: (888) SWEET-85 Fax: (760) 597-2789

Email: Debra@SweetMarketingSolutions.com

www.DebraSweet.com www.SweetMarketingSolutions.com