



How We Work

ADDRESSING THE **MARKETING** NEEDS OF THE **LANDSCAPE** INDUSTRY

Before we take you on as a client, it is essential we spend time in person or on the phone to get a sense of each other. During these initial conversations, we get to know your current situation (what you've done in the past), your key concerns (what your hopes or fears are regarding marketing) and your specific needs (your budget, time frame and financial goals).

We then determine a course of action that is most appropriate for you and your company. This will include where and how often we'll work, when, and for how long as well as group vs. individual options. We also discuss payment options at that time. We will then either send out an agreement via e-mail for your approval or get a verbal agreement to automatically bill your credit card and begin our work together. Payment is due prior to any work performed BUT offers an unconditional 15 day money-back guarantee.

We may require you to purchase the appropriate workbook materials. Our process begins either with your attendance in a coaching group, workshop OR with an initial meeting, intake questionnaire and initial assessment.

Based on the plan of action outlined, we may assign homework in the form of workbook exercises, questions or questionnaires to cause insights into your target market, unique value proposition, core marketing message, etc.

Our work is complete when you say so.

Call with questions ►►

OUR PRODUCTS

See Duct Tape Marketing Products
(various marketing workbooks)

OUR SERVICES

1. Weekly Webinar Coaching Group
(Web + telephone-based coaching)
2. Telephone Coaching/Consulting
(Weekly phone calls with homework)
3. In-Person Coaching/Consulting
(Monthly meetings with assignments)
4. Marketing Management
(P/T General Manager of an assigned product or service)

THE MARKETING COACH LA
30497 CANWOOD STREET STE 101
AGOURA HILLS, CA 91301
(818) 716-8826
WWW.THEMARKETINGCOACHLA.COM