



# Why Hire a Marketing Coach?



FACE IT! How much do you really know about the business of marketing? You are probably expert in your trade, but do you really know how to market your service? For marketing to work, it must be consistent and effective. Your marketing program must be as consistent as your accounting system, ordering system or appointment system. Therefore, for marketing to be really effective, it must also be a system.

A marketing coach-consultant is as necessary for your business today as your accountant or lawyer. When you started your business, did you ever think that your small business would require so many other skills? In a typical week you may have to address tax issues, handle equipment repairs, confront employee problems and wonder how to attract and keep more customers!

**MARKETING IS ONE OF THE SYSTEMS THAT MUST BE IN PLACE TO SUCCEED**

*“The value of your business is directly proportional to how well your business works. And how well your business works is directly proportional to the effectiveness of the systems you have put into place.” (Michael Gerber, Author, The E-Myth Contractor)*

We understand the needs of contractors, designers and manufacturers because we’ve been consulting & coaching businesses just like yours for over 20 years. If your growth has reached a plateau and you are ready to invest in a long-term approach to marketing, contact us for a free evaluation. We use The Duct Tape Marketing System to take successful businesses to the next level of success, so you can work more “ON” your business and less “IN” your business.



**ADDRESSING THE MARKETING NEEDS OF CONTRACTORS, DESIGNERS & MANUFACTURERS**

**PLANT THE SEEDS FOR GROWTH!**

**INSTALL AN EFFECTIVE MARKETING SYSTEM**

**THE MARKETING COACH LA  
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**CALL FOR A FREE MARKETING EVALUATION >>>**

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