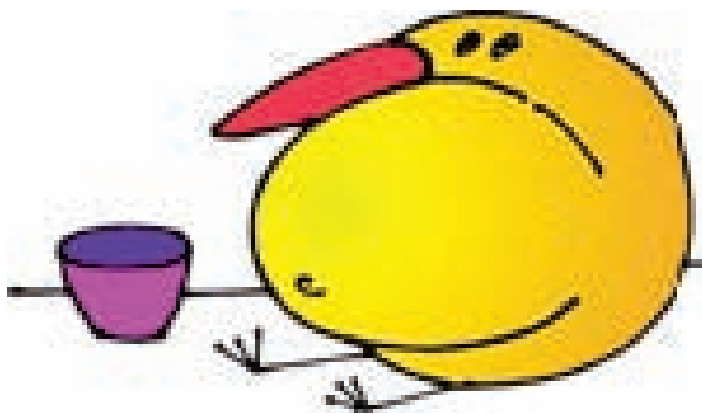


A SOUL PROPRIETOR GUIDEBOOK

How to Stop the Internet Marketing Buffet



**From Killing Your Business
and Messing With Your Sanity**

Brought to you by...

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The Soul Proprietor Coach

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How to Stop The Internet Marketing Buffet From Killing Your Business and Messing with Your Sanity

*I*nternet Marketing is much like a big old buffet, but instead of being filled with all sorts of tasty delights, it is filled with another form of tasty delights in the form of so many different and exciting ideas, opportunities and prospects. There are so many markets to explore, a bunch of traffic techniques to try — some better than others — so many products to sell...

Sigh!

Problem is, if you've ever tried to eat everything available at a real buffet, you know that all that does is end up making you feel bloated, sick and full of regret that you didn't practice a little restraint.

The exact same thing happens when you try to consume the full Internet buffet.



You get bloated: If you try to do everything you end up with too much to do and a complete lack of focus. One human can only do so much.

You get sick: When you overload yourself and compromise your focus, you make your business sick and keep it from truly growing.

You feel regret: You have so much on your plate, yet you feel compelled to take it all on. It seems like there is no way out and you have to keep plugging on for minimal profits.

I don't know what it is about many of us online entrepreneurs, but we seem to feel like we **HAVE** to keep going with everything we've started. Maybe it's the way we were raised...I'm not

sure. Or maybe we hang on out of fear that we might be giving up something that will be very profitable in the future.

And to make it all worse, there are so many yummy things — *or things that simply come in yummy-looking packaging* — to try on the Internet that it's so easy to bite off more than we can chew.

But this *is* business and you have to make some tough decisions. And sometimes giving up and clearing your plate is the right thing to do.

DISCLAIMER: *Now, I'm not talking about starting a project, putting a half-hearted effort into it and simply giving up. If you want to achieve your business goals, THAT is not acceptable either.*

What I **am** talking about is keeping your business manageable and focusing on making and keeping your business profitable, and **that** is what this guide is going to show how to do.

If any (or all) of these apply to you:

- Your **domain account is expanding** at the seams with unused domains you thought were great ideas at the time you got them...
- You have quite a **few websites with very little traffic and even less and less attention** from you...
- Your **email inbox is overflowing daily** with more business information, more offers and a million other distractions...
- You're **trying to make money in a number of different markets** and are struggling to make any or all of them work...
- You're **easy distracted by the “shiny objects” out there and when the latest and greatest software or how-to course hits the digital world**, you feel compelled to buy it.
- You're **trying to do everything in your business** from answering emails, developing products, doing research, programming, adding content, doing the bookkeeping...I mean *everything*.

... then it's definitely time for some focus and serious plate cleaning.

First Things First – Cut Out the Noise!

In this guide, I'm going to take you through a multi-step plan to help you regain focus around your business and to increase your profits. But there is something you need to be before we begin and that is to get rid of the sources of your distraction.

Cutting out the noise means unsubscribing from those unnecessary newsletters, memberships and networking groups. In order to evaluate what you should hang onto start by...

Finding The Right Mentors for You

It is critical that you have people to look to for advice, offer good recommendations and who motivate you to keep moving forward in your business, but this doesn't mean listening to — and letting — every and any old self-proclaimed guru to invade your inbox and kill your focus.

Your mentors can come in many forms including:

- **Your peers:** Other online business owners you connect with on forums, networking groups, etc.
- **Gurus & Teachers:** People you may not know personally, but who provide valuable free and/or paid advice relating to your business.
- **Coaches:** Someone who works directly with you and helps guide you into smart decisions for your business.
- **Successful Websites/Companies in the Same Market As You:** These may or may not be people you communicate personally with, but they are people you can learn from by observation and understanding their marketing process.

But Who Can You Trust?

One of the biggest issues that people tell me they have is that they aren't sure who to trust or who to learn from. This can be difficult to know, especially when there are so many people posing as authorities on Internet marketing, and nearly impossible to figure out who is the real deal at first glance. Add to that, even if they are the real deal, finding people who mesh with your value systems and who can convey information to you in a way that you can digest and act on.

The first thing you need to do is simply find **one** person you trust and has some experience under their belt to be able to guide you in the right direction. This could be someone whose newsletter you already receive, or perhaps someone from a forum you frequent, or it could be the author of an ebook that included solid advice to get your business going. Once you've found that one person you trust and whose advice rings true, you can discover who *their* mentors are and you are instantly exposed to more potential people who can take you where you want to go and need to be in your business.

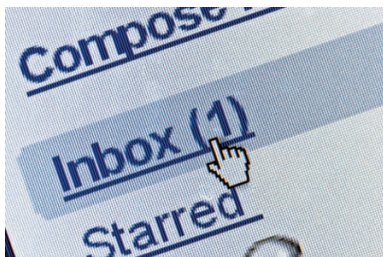
Yes, the hardest part is finding that one person...but once you pass that hurdle, it's easier to find and connect with more people who can truly be beneficial to your business. And as you gain more experience, it becomes more clear who is worth listening to and who is blowing hot air.

If you feel you really just can't find that one person you trust, then put yourself out there. Join a message board and start talking to people. Observe how different people interact, the value they bring to the community, and you'll begin to see who knows what they're doing.

Just a word of caution: *Respect other people's time and don't start sending private messages to people asking for personal help. Remember, these are real people with busy lives. If you want to make a connection with someone, be friends first. Interact with them on the forum or even send them a thank you via private message just to plant the seeds of a deeper connection. Just like relationships in the offline world, you can't force things...they happen naturally.*

Whether you already have your mentors
or you're still working on finding them, you need to...

Get Back to Cutting out the Noise... **Take a Look at Your Email Inbox**



I mean, seriously, REALLY take a long hard look at it. Check your deleted files and look at all the Internet marketing newsletters that you're receiving. If you're one of those people that receive the same 15 email messages on a particular product launch from 15 different affiliates, it's REALLY time to get serious about cutting out the noise.

Evaluate Your Incoming Email Messages with This Criteria:

- If you never open the emails from a particular sender/company, unsubscribe right away.
- If you open them occasionally, but don't often find a lot of value, unsubscribe.
- If you find value in the subscription, hang onto it...**for now**.

Or Better Yet, Start Fresh with a New Email Address – It's Liberating!:

- If you've had the same email address for a while, you're probably receiving all kinds of newsletters, SPAM and other undesirable email. In addition to all the Internet Marketing offers, nobody needs to be distracted by those "little blue pill offers" either. 😞

Starting fresh with a new email address helps ensure you're only getting the email you want. Don't worry about missing out on Guru Joe's emails because if he really provided you with value, you'll soon experience separation anxiety and sign up again. And if you don't feel anything – you didn't miss anything. It's as simple as that.

Get a Free Email Address for Things You're Trying Out:

- Once you have a cleaner inbox, keep it that way! If you're claiming a freebie or a giant holiday giveaway or looking at a newsletter, sign up for those items with a free email address. Keep your main email inbox clear of the clutter. If you find that one of your subscriptions becomes absolutely valuable, switch it to your main inbox.

Free email addresses are those you can get from Hotmail, Yahoo, and AOL.

Log into your free email account once a week, every couple of weeks or whenever you have some free time and check what has arrived there. Trust me, you'll find yourself logging in less and less, and eventually you won't miss it. After a while, you'll probably stop logging in altogether. It's true freedom from all that noise!

WARNING: Don't Believe the Hype — "Stay on a list to study the marketing"

Some time ago, a thread was started on a popular internet marketing forum by a fellow who was fed up with all the emails he was getting from all the "gurus". He said he received no less

than 18 emails for a particular product launch that particular day and he'd had enough. He said he was going to unsubscribe from everything.

Many people cheered him on and others pointed out that if he's getting that much email then he created the problem for himself. Either way, good on him for taking action and reclaiming his email inbox.

But then came the advice that went something like this:

"It would be foolish to unsubscribe because then you'd miss out on witnessing the marketing behind everything."

Their logic was that when you get a bunch of guru emails, then you can see the subject lines they use, their copy in their offers and how they work their list.

OH PLEASE! What a load of hooley.

First -> Most of these guys haven't a clue what they're doing. Really. There might be gems within the bunch, but they are rare. If you want to study someone, study the gems only. Dump the rest.

Second -> This advice is really only remotely valid if you're in the market of marketing to other Internet marketers. If you have a gardening website, staying on the list to observe Guru Bill's hyped-up marketing isn't going to do you any good.

Third -> Even the small glimpses of insight that you might get by observing ALL these emails will be greatly overshadowed by the time you've wasted and the focus you've given up just to let these people in your inbox.

ALWAYS, value your own time over everything else. It is what will help ensure you stay on the right course for your business.

So much marketing today involves trickery, and I see this especially in misleading subject lines in marketing emails. You don't want to do this, even if it does get someone to open your email. Once inside, when they realize they've been tricked, you'll lose any goodwill you may have had with that person. Simply looking at other marketing emails and copying them will get you nowhere fast. Best to learn what works in your own market and do that.

But email isn't the only culprit creating the NOISE we just don't need...

Shave off Those Networking Groups: Forums, Social Networks, Email Groups, Etc.

Despite the fact I suggested that you connect with people online to find trusted members, NOBODY needs to belong to 20 networking groups, networks and/or forums. NOBODY.

But I know how easy it is to get sucked into over-networking (or more like “anti-productive”) mode. I started out that way too. I didn't know a thing and didn't know anybody. I found a few forums, then a few email groups and suddenly I was subscribed to more than I knew what to do with.

Funny thing was, I got that same feeling of “I'll miss out if I leave them behind,” as we often do with our email inboxes. So, I held on for a while and joined every group or site my friends and associates told me about.

Talk about networking overload! I was spending sometimes 3 hours or more each and every day getting caught up on everything. No joke! Then one day, I decided to get rid of most of them and I haven't looked back. I regained my focus, started making more money and had more time away from my dang computer.

I simply looked at where I was making the most important connections and hung onto those few (very few) memberships. These were places I learned the most, was finding potential project/promotion partners and, in general...the relationships were mutually beneficial.

I got rid of all the groups where people were always fighting, had a scarcity mindset or were only there for themselves. Because let's face it, most business groups are really like that and hold little to no value for us. It's a bunch of people struggling to make a buck and instead of valuing you as a potential partner (whether it's for masterminding or for business projects), they just want to turn you into a customer. THAT is **not** networking.

Take a look at where you're spending your time and see which groups provide the most value to your business. And no, I'm not talking about where you get a trickle of sales because you

post an ad (that *really* is a short-term profit strategy and you're working on this for the long-term). I'm talking about the places where you develop relationships and everyone benefits from idea-sharing...stick with groups that offer the most of that because that is what is going to get you to the next level.

Don't worry that you'll miss out on anything because you won't. People do business with friends and by staying focused, that's exactly what you'll develop – mutually beneficial business friendships.

So Has It Gotten Deathly Quiet In Here Yet?

I know sometimes it's hard to break out of routines we're so used to, but you've got to do something. You're building a business here and that requires time and dedication to developing, marketing and focusing on what you need to do to achieve the success you want. If you're too busy talking, catching up on gossip, or getting worked up about the dumb things people sometimes say on forums, it leaves little time for the more important things.

Clear your plate of all the noise in your workday and then let's get your business whipped into shape.

The Nitty-Gritty Starts Here: Your Focused & More Profitable Business

We've spent quite a bit of time talking about the external factors that are damaging to your business profitability and focus. That is really one of the hardest parts — to stop looking everywhere else and start looking within your business for those missing profits. Once you've eliminated those distractions, it will be much easier to regain the focus and create (and stick with) a plan that will carry you for many years to come.

Here are three simple, but important steps that will help you achieve just that.

STEP 1: Redefine Your Target Market

No matter what you've heard about "niche marketing", dabbling in a bunch of different markets with lukewarm success is no way to guarantee your long-term business growth.

NOTE: When I say different target markets, I'm referring to someone who might be trying their hand at a golfing website, then selling an information product to train your pet poodle and then another website for rose gardening. Those are 3 very distinct markets.

This is in direct contrast with someone who might have a variety of products or websites for, say, parents. Although, the market of “parents” is really broad, each product/website has a specific target market in mind (ex. expecting parents, parents of toddler, parents of teens, etc.). If your niche market is parents, for example, you may want to avoid spreading yourself too thin when you start out, it is far **BETTER** to reach the larger market of “parents” than to try to find golfers, poodle owners, and rose gardeners that might be interested in your offers.

Make an effort to focus in on one market because:

- **It's easier to stay focused in your business.** When you work in a bunch of different markets, you have to think about different products that would appeal to different types of people and your many websites that can't easily be cross-promoted. This means lots more work for you. You have to come up with a variety of email and blog-marketing topics, it's tougher to stay on the pulse of what's happening with your target markets and the list of scattered efforts goes on and on.

Sure, if you're in one main market, you can still experience that sense of distraction, but it's much easier to reign yourself back in when you feel you're losing focus.

- **You can sell more of your products to your readers.** If you have eight different products in eight different markets, it's probably easier to sell more **related** products to your **one** target market because you've taken the time to build your list, build your traffic and to maximize your marketing to those people, not to mention the fact that the rapport and trust you build up with a market to which you've fully dedicated yourself — now **that's** priceless.
- **The more people you can attract in your market — and who love your stuff — the more word of mouth you can generate.** People talk, and when a lot of people know about you, the noise can be much louder. It's also easier to generate plenty of content and products that give people a reason to make a lot of noise. Spread that amongst a bunch of different markets and the noise can become a whisper. You definitely don't want whispers.

- **It's easier to find joint venture (JV) partners.** If you're working in just one market, it's easier to find and get to know others who are working in the same market that you could potentially have a business relationship with. Trying to get to know people in a bunch of different markets can soon become a full-time job and you already know that you have more important things to do.
- **It's easier to cross-promote your website network.** I'd never suggest that one market equals one website. Absolutely not. A successful online business employs a number of strategies to bring in prospects and get more customers. Every website in your network — and I'm talking about your own websites, not someone else's — has a specific purpose, but they can still all work together.

When you have a bunch of market-related websites, then they're easy to cross-promote. You can promote your different websites and products on thank-you pages, in mailing lists, and even link to them from the different websites. If, on the other hand, you were to have a site about poodles and one about office chairs, there just isn't an easy connection and you've got way more work to do.

For years, when I worked solely as a graphic designer, I had two niche markets — chiropractors and lawyers — and they had nothing in common with each other besides the fact that they all needed business cards, ads, newsletters, and stationery, but that wasn't enough.

The needs in those different markets were so specific that I could never do any cross-promotion, so I always had double the work.



These days, I do have several websites going, but they all inter-relate with one another. MartyMarsh.com is my main website, the one I call the “hub” and it is there that visitors can learn about my other sites. I promote my coaching services at my SoulProprietorCoach.com site, I promote using newsletters as a soft-sell marketing tool at my AwesomeNewsletters.com site, I promote email marketing at my InboxWeary.com site, and I promote using bumpy direct mail and other print materials at my MartyInk.com site.

Right now, several of these sites are being revamped or are in development.

I have a couple of memberships sites going, too — MembershipSells.com and my SoulProprietorSuccessCenter.com — but these, too, relate to marketing a business. Since each of my sites feature some aspect of marketing, it is easy for me to promote each one using just one basic list because the people on my lists are interested in marketing in general.

So What Is Your Market?

If you've been working online for a while and have seen some success in your ventures, you'll probably have an idea of where you should be focusing your efforts. You've seen some profits there and it's an area that you can see yourself really immersing yourself.

Your Mission: Dedicate yourself to serving your market with what they want, so they'll buy more from you and talk about you, and your business can grow to it's fullest potential. If you're spreading yourself around a bunch of markets, this is going to be really tough to do. Be the best you can be in your chosen market...the rewards are AMAZING!

Dedicate yourself to serving your market with what they want, so they'll buy more from you and talk about you, and your business can grow to it's fullest potential.

Now I want to take a minute here to give you a suggestion that comes from my friend, mentor and author of *How to Make a Living Without a Job*, Barbara Winter. Barbara says that it is a good idea to set up what she calls, Profit Centers, but only set one up at a time. She says to focus all your energy on that one profit center until you make \$100 from it. Or, if you see early on that you'll never get to that hundred dollar mark, give up that profit center — at least in the meantime — and focus on your next profit center. Once your profit centers are making money, then it will be easier for you to manage and market each one. Of course, Barbara, too, is talking generally about **related** markets.

So, what profit center would you like to focus on right now?

If you haven't found that right market, take it slow. Willy-nilly dabbling in a bunch of different areas isn't going to get you to an answer anytime soon. Take a focused approach and perhaps going through the Inventory in Step 2, next, will help you come to the right decision.



STEP 2: Take an Inventory

In order to evaluate your business and where it's going, it's important to take a complete inventory of all your Internet marketing holdings. ALL of them. Yes, this may take some time, but what you'll discover will be invaluable.

What To Include In Your Inventory:

- 1. Domains That You Own:** List all the domains in that overflowing domain account and exactly what you're doing with them (in development, developed, undeveloped, etc). Also, make a tally of how much these domains cost you each year. (You better sit down while doing that.)
- 2. Websites in Full Operation:** List the websites that you have that are fully operational. Try to calculate the profits you've received from these websites in the past year or since your last inventory. (If the number is ZERO, well, now you know.)
- 3. Websites Under Development:** List the half-finished website projects on your plate. Sometimes these details can be very surprising!
- 4. Products You Sell:** Make a list of the products you sell and the services you offer and include the amounts you've sold since you completed your last inventory. It doesn't matter if they are your own products, or products you sell as an affiliate. If this is your first inventory, make totals for the past year.
- 5. Products in Development:** Just like websites, if you have some products or services that are partly developed, list them here.
- 6. Your Mailing Lists / Autoresponders:** Make a list of all the mailing lists you have. Include the number of subscribers and as best you can, determine how much money each list has made in the past year or since your last inventory.

What to Do With Your Inventory:



- **Get rid of the stuff that doesn't fit your target market.** It's time to scrap or sell those things that don't fit in your newly defined target market. If you have the odd project that you want to hang onto, do it with care. Any potential distractions you hang onto will make it harder for you to completely focus on your target market.
- **If you have unused domains, don't be afraid to cancel them or sell them.** Seriously, ideas are a dime a dozen and you'll find the great name when you are REALLY ready to start your projects. Even if these

domains are for your chosen market, if you don't foresee completing the project in the next 6 months or so, just get rid of it. It is truly liberating to get stuff completely off your plate, so you no longer have that nagging voice inside that says, "Oh, I've really been meaning to develop XXXXX.com. I should get to that soon."

- **If you have websites that are partially developed or are not receiving the care and attention they deserve, get them off your plate.** You can sell them, outsource the work, or just get rid of them because keeping them on your plate is causing you to lose your focus and it's interfering with your profits. First, clear out the websites that are not part of your re-defined target market. After that, you might find that you have the time to dedicate to those highly-targeted projects that you've been ignoring because you've been so darned busy with so many other distractions!
- **Evaluate the Products/Services You're Selling and How They're Selling:** If you have products or services that just don't seem to appeal to your target market's needs...consider nixing them. Or see what you can do to make them more appealing to your prospects and existing customers. A product that isn't selling isn't *necessarily* an indication of a poor product, but maybe a result of *under-marketing*. Now that you've regained focus, you might find one of your poor performers might become one of your best.
- **Consolidate where possible.** If you have websites, mailing lists or any other pieces of virtual "real estate" that seem to overlap and are making more work for you — for no apparent or profitable reason — then consolidate.

For example, don't spread yourself thin by trying to have 4 different blogs that serve the same target market. As a blog owner, we want to increase readership and have plenty of interactivity through commenting, linking, etc. You'll get a whole lot more activity and attention if you don't spread yourself too thin, plus you won't make yourself crazy.

STEP 3: Change Your Ways

Once you've done your clean up, it doesn't end there. Make a commitment to truly change your **Internet Marketing Buffet** ways. Here are some tips:

- **Keep Your Inventory Up-to-Date:** It is so easy to let our Internet holdings grow out of control and become almost untrackable. It's cheap to buy a domain. It only takes a couple hours to set up a decent-looking website,

especially if you're using Wordpress. We just start building and forget to look back. But if you never look back and keep track, it becomes impossible to know what is working in your business and what isn't. Aim to update your inventory each time you add or take away things in your business. But that's not enough, take a good hard look and re-evaluate your inventory **at least every 6 months** to ensure you're on track with your goals.

- **Keep Your Inbox Clear and Your Distractions to a Minimum:** At the beginning of this guide, you determined who your mentors are (or you've made a commitment to do so)...so you are already in good hands. Resist the temptation to overload your inbox once again and allow networking opportunities to take over your workday.
- **Do Not Buy Domains until You're 100% Ready to Start the Project:** Sure, you may have a cute and clever domain name in your mind now, but you'll come up with the right thing when it's actually time to get started.

I have to tell you, giving up some of my domain names has been one of the hardest things I've ever done. If you've got all your domains set to automatically renew, and you can't bring yourself to get rid of them, re-set them to renew manually. When you get the notification, usually 60 days or more in advance, decide then if its worth the money — right now — to renew. You'll be surprised, I hope, to see how many domains you can eliminate, and how much money you'll save in the process.

- **Focus on the Profitable.** If you have a project that is already profitable, do whatever you can to increase that success. It is so much easier to make more money with something that is already doing well than to start something brand new. Track your advertising, track the links in your emails, evaluate your various statistics and see what makes your target market take action. Do more of what they like and a lot less of what they don't like. It's a simple, but often forgotten lesson amongst Internet marketers.
- **Maximize Every Piece of Virtual Real Estate You Own:** Sure, it's fun to start a new project, but in most cases, we never squeeze out all the profit we can out of any given venture. Make a commitment to maximize things like:
 - **Your thank you pages:** Are you making an offer of some kind (free, paid, or otherwise)...to maximize this high-converting piece of real estate? If you're not using your thank you pages, you'd be surprised at how easy it is to get people to take action on them.

Here's what you do: You've either made a sale or you've got a new subscriber and they've landed on your thank you page where they download the product or freebie, so while they're there, offer them something else. It could be another freebie, or it could be another product you have for sale, or you could invite them to explore hiring you to work with them one-on-one. The point is, they are in a "buying" mood when they're there, make them another offer.

Now, I'm not talking about those kind of sales pages that pop up over and over when you buy or sign up for something, saying "this is the only time you'll see this offer" as I personally find those to be extremely annoying. No, this is making a subtle additional offer without hype or pressure.

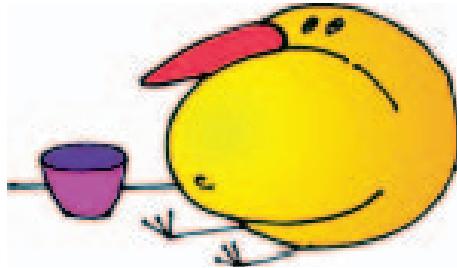
- **Market in your autoresponder/mailing list signup thank-you emails.** Just like your thank-you pages, you can make an offer in your email list thank-you pages. Take advantage of the opportunity and test the results. This is a great way to get the new people on your list used to seeing offers from you so they aren't surprised in the future when you ask them to buy from you.
- **Don't forget your 404 error pages.** When someone enters a URL that is wrong or is no longer active on your site, make the most of it. Create a page that sells a product, offers them your irresistible free gift for getting on your mailing list, or gets them to complete some other specific call-to-action.
- **What's On Your Opt-Out Page?** If your mailing list provider allows you to customize the page people see when they opt-out, be sure to do it! If your mailing list isn't right for them, make an alternative offer.
- **What's On Your "You're Already on This List" Page?** If your mailing list provider allows you to customize the page that people see when they accidentally sign up for your list again — and this happens more times than you might realize — instead of just sending them away, give them the link for downloading your free gift again. They may have downloaded your gift or completely forgotten about it, this will help make them realize that you are offering something of such value that they were enticed to ask for it — twice!
- **Your Shopping Cart Options:** Many shopping carts allow you to customize the page people see when they start, but don't complete an

INTERNET MARKETING BUFFET

order. Consider adding upsells and add offers after they've completed the order too.

Remember, nothing changes until *you* make a change.

The nice thing is that, much of what might be ailing your business is simply all the distractions and the lure of the Internet Marketing Buffet. Cut it all out and focus on building your business — one profit center at a time — and serving your chosen market for a long time to come.



INTERNET MARKETING BUFFET



You're probably familiar with the old cliché, "Can't see the forest for the trees" right? Perhaps that's where you find yourself in relation to your business. You're so immersed in the day-to-day workings of your business that you can't see the details of how to get from where you are right now, to where you'd like to be.

Perhaps you feel stymied and overwhelmed with all the marketing choices out there that you're being told are essential for growing your business in the age of the Internet. You read and you study and attend classes and workshops, and yet, for all that acquired knowledge, you still have no idea how to really implement any of it.

You were smart enough to start your own business and you know you could have the freedom that comes with having the perfect clients and that you could make the kind of living you dream about — as well as enjoy your work more — if you could just find a patient teacher who would guide you along your path.

I'd love to be that patient teacher.

I'd love to help you figure out what you want for yourself from being self-employed and then help you implement the ways that are right for you so that you can enjoy the kind of success that YOU want from your unique business.

But it really doesn't matter what I want, it's really what YOU want. And if you've finally decided that the time is right to have some help in getting it all figured out so you can stop dining at the Internet Marketing Buffet and get on with really and truly growing your business, then I'm available to be your mentor of choice.

Visit my website at www.martymarsh.com/soulproprietor to learn more about whether my brand of "soul proprietor" coaching and mentoring is right for you. I offer a complimentary "VIP Marketing Strengths Finder" session that will help you find out the marketing strategies that are best for you.

Effective marketing isn't accomplished in a day... but there's no reason why you can't get STARTED today! I'm looking forward to hearing from you.

MARTY MARSH

Soul Proprietor & Chief Clarity Officer

