

Advanced Strategies for GETTING MORE CLIENTS

Presented by

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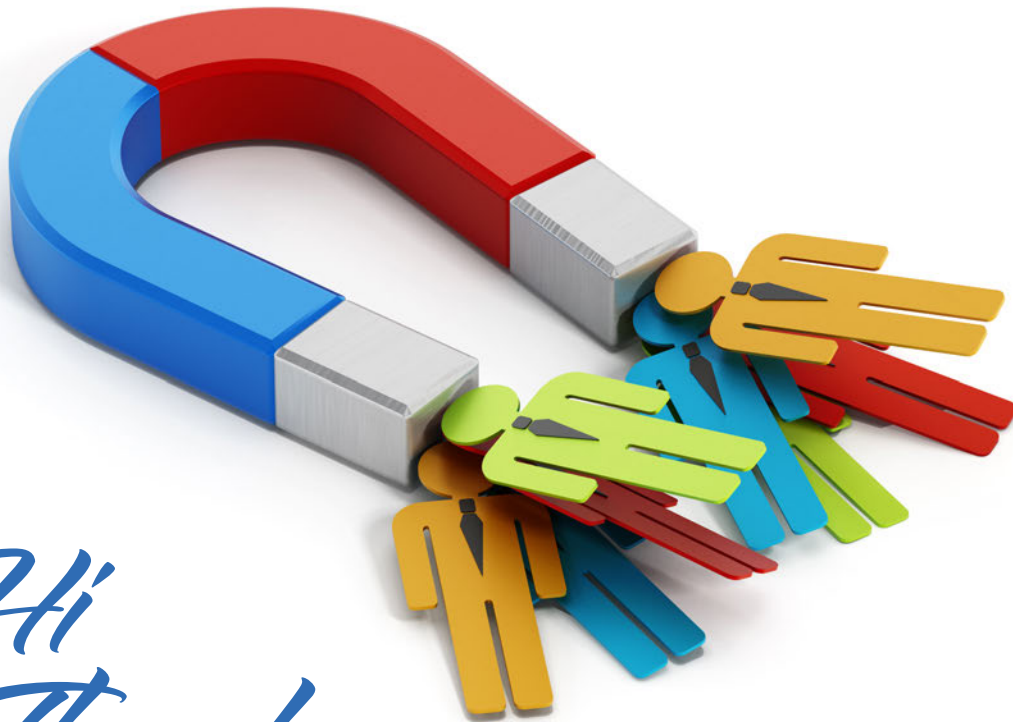
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*Hi
There!*

Have your current marketing strategies, tactics and overall marketing efforts plateaued so that you're no longer receiving the same growth from them?

Then it's probably time to employ some advanced strategies. Keep in mind that advanced doesn't necessarily mean more difficult. However, many of the tactics discussed in this report do require some planning and implementation.

Grab a pen and a notebook so you can jot down ideas, as they are sure to come up as you go.



Now, are you ready to take your business marketing to the next level? Let's get to it.

Marty

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#1 Stronger Opt-In Offers

*I*t used to be that any old opt-in offer would work. Consumers were hungry for information and would sign-up for anything and everything. Unfortunately, that's no longer the way things work.

Today, consumers are more choosy — because they can be. There is a vast amount of information available to them online and off. All anyone has to do is search and choose from the list of options.

What does that mean for you as a business owner trying to attract and convert clients?

It means that your opt-in offer, your primary lead generation tool, needs to be powerful. It needs to be specific, and it needs to solve a problem for your ideal customer.

So how do you create a strong opt-in offer?

1. Know Your Ideal Customer

Have a complete and accurate understanding about who your customers really are. Take a look at them from both a demographic and a psychographic perspective. Understand why they buy from you, when they buy from you, and what's most important to them. (If you haven't taken this important step in your marketing planning, then *please*, once and for all, do this. You will be amazed at how much easier your marketing becomes when you know exactly whom you are marketing to.)

2. Identify the Key Problem

What's the biggest and most pressing problem that your ideal customer is facing? What pains are they experiencing and what emotions do they want to feel? Your opt-in will be part of the solution.

For example, if your customer is feeling like they are out of control financially, you might create an opt-in offer that starts the process of helping them feel more in control. It might be a pocket guide or a workbook or an assessment.

3. Get Creative with Your Value

There are dozens of different ways that you can offer value. A free report is one

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example of a common opt-in offer. It's accessible, not too long, or too short, and it's easy to brand. However, go a step farther and consider offering something a bit different from what everyone else is offering.

For example:

- Pocket guide
- Cheat sheets
- Workbook
- eBook
- Home study course
- Email eCourse
- Video tutorials
- Action guides
- Comparison charts
- Printable posters
- Free consultations
- Free trials
- Quiz/assessment

Keep in mind that an opt-in has to be valuable in a brief amount of time. In most cases, people have short attention spans. If you're giving away an eBook then you need to make sure that you start the lead conversion process in the first chapter. They might not read the entire book and if your call to action isn't until the end, well they may never get there. However, if you give them an online quiz, well, you have their attention and converting them is an easier process.

The other thing is that so many people sign up for lists with good intentions, download the free ebook or report, but then never get around to even opening it, let alone reading it at all. So these days, if you can engage them in some way like through an ecourse sent through email, you have a great chance of them hearing your message.

Even though it's on the list up there, the free consultation is probably the *least* useful form of engagement. People are very wary of free consultation offers and discovery sessions because they are afraid they will then encounter a hard-sell situation with you asking them to buy something, or sign up for a program or for something else.

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Which is exactly what you would want to do normally. So, that's not a very good opt-in offer. Try some of the others first. You can always make a free consultation offer deeper into your process for building the relationship with people who join your list.

Assessments and quizzes can also be a great way to engage people, although some folks are hesitant to do them as well for the same reasons listed just above.

Hubspot has been using a free assessment successfully for many years and is a great example of a “non-threatening” assessment. However, note that there are some pretty sophisticated algorithms going on behind the scenes. You may need a more simple approach. But check out Hubspot's Marketing Grader here:
<https://marketing.grader.com/>

Simply enter your website URL and email address to get an evaluation for how you're doing with your online marketing. It's simple, powerful, and effective. They sell marketing software so it's a natural lead-in, of course, to how any business can improve their marketing results with the Hubspot solution. (I offer affordable email marketing solutions, too.)

The website, Digital Marketer, changes up their opt-in offerings from time to time and where they used to offer reports, now they are offering a 6-week course. (Although this could change at any time.) This page at their site shows some excellent examples of great opt-in pages. <http://www.digitalmarketer.com/lead-magnet-ideas-funnel/>

Stronger opt-in offers are just one way to get more leads and clients. Content can play an important role in your growth and success as well.

#2 In-Depth Articles

You've probably heard the phrase “Content is King!” a zillion times, and that's because content is the foundation of your marketing strategy and plan. Content achieves a number of goals including but not limited to:

1. Credibility
2. Authority
3. Branding
4. SEO
5. Traffic generation

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6. Engagement
7. Lead generation
8. Conversions
9. Link building
10. Budget friendly

It's also readily shared on social media, repurposed and republished, emailed to your list, and used for a variety of marketing objectives and channels. Content rules all.

However, in an attempt to create an abundance of content, many marketers have chosen to focus on short and specific pieces. It's common to see a blog post with just 300 words, for example.

While brief content may make sense as a social media post, where there are dozens of links and images competing for attention, there is a marketing benefit to creating *longer* articles and blog posts.

What is a "longer" article? Generally speaking, a longer article is one that is 1000 words or more. While you might think that's just too much to keep someone's attention, you might be surprised to learn that it really only takes most folks about five minutes to read 1000 words.

Longer articles help you provide more in-depth value. Instead of a bulleted list of ten tips to lose weight, you can go into detail about each tip and show your readers how to embrace the tip and integrate it into their life. You're able to provide more information and this helps position you as a problem-solver, who also has credibility and the trust of your prospects. If your goal is to get more clients, consider shifting your content marketing strategy to embrace long form content.

Of course, credibility, trust, and authority aren't the only benefits of long content:

It performs better with Google. Several marketing research firms have studied the top ten results for given keywords and the results are conclusive – the top ten results usually have an average of more than 1000 words, and in many cases, the top ten results have more than 2000 words. Why? Google changed their algorithm a while back to focus on more relevant and substantive content. This allows longer articles to win the battle. Of course, it still has to be a relevant and quality article.

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Longer articles are also shared more often and engagement is increased. If more people are visiting your website and staying longer, you have a better chance of converting them to leads and clients or customers. Advanced content also builds inbound links. As consumers shift their mindset, the goal is often to share informative and relevant information and longer content usually fits that bill more often than short content.

Tips for Creating Longer Content

1. Keywords in the Headline

Your keywords still belong in your headline. The headline still has a job to do and that is to attract attention. While we're talking about keywords, remember that after you write your piece for your reader, go back, and review it from an SEO perspective.

Long tail keywords and keyword phrases can help you get the search engine ranking you want. Look to position them in the body of your content as well as in your sub-headings. Keep in mind that you write for your reader first not a Google robot. Your content needs to be well developed and natural. And somehow, Google just *knows* if you're trying to game their system.

2. Choose a Broad Topic

It's difficult to write a long piece on a narrow topic. For example, an article about how to declutter your desk might be short but an article on why decluttering your desk is important for productivity and how to declutter your desk with steps and organizational tips can be a longer and more substantive article.

3. Facts and Examples

Use this opportunity to integrate both storytelling and examples, along with facts and figures. You have room to expand on your topic and connect with your reader on both an emotional and a logical level. It's great for conversions! Share stories, or make them up, that demonstrate your information and then back them up with facts. For example, you might talk about a client named Sue who felt overwhelmed and unproductive with her home business. She embraced your decluttering strategies and improved her productivity and her bottom line by 10 percent.

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4. Images and Formatting

Long content can be difficult on the eyes. Break up the content and add interest by using images throughout your piece. Formatting is also important. Short paragraphs, subheadings, and the occasional numbered list can help make the content easier to read.

5. Call to Action

Finally, remember to include some type of call to action. Get your reader to take the next step with your business. For example, you might invite them to sign up for your opt-in offer while you have their attention. Use every opportunity to your advantage.



Great content attracts leads, builds your business, and helps you strengthen your relationship with your clients. This relationship with your current customers is extremely valuable and having a solid relationship is key to your success.

Next, we'll take a look at referral marketing to grow your client list.

#3 Referral Systems

Referral marketing is defined as the process of increasing word of mouth marketing by encouraging your past and present customers to talk about your business to others. It is an effective tactic for many reasons.

- **Trust** – People buy from people they trust, and often, that trust starts with a referral. We tend to trust advice and information from friends, family, and associates.
- Referrals are often great customers – Many business owners find that their best customers come from referrals. This is because they come with clarity, understanding, and a genuine need for the solutions you offer.

How to Start a Referral Marketing Program

There are three key components of a referral-marketing program. They are incentive,

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communication, and follow-up. Let's look at these components in a little detail.

Incentive: The incentive is the reason why a present or past customer would refer you. You can simply ask for referrals and offer nothing in exchange. You can also offer motivation for referrals. For example, you might give a discount on products or services for each referral. For example, my dentist gives movie tickets as his thank you for referrals.

Communication: How will you tell your customers about your referral program? You might:

- Send an email
- Include the program in your email signature
- Publish the offer/information on your blog or website
- Mention it on social media
- Verbally tell your clients and customers about it.

Follow-Through: This means that you thank customers individually for their referral and if you've offered an incentive, you honor it promptly.

You may want to read the book, *Unstoppable Referrals by Steve Gordon*. He is one of the best teachers on referral marketing that I know. He suggests creating a "Referral Kit" that makes it easy to ask for referrals and have the folks you ask actually follow through. I highly suggest reading his book to learn how to create your own referral kit.

A referral program can be an effective and profitable marketing and lead generating tactic. It's simple to create. In fact, you can plan your program today, announce it, and start profiting. (If you need some help with the planning, call me: 206-290-7901)



One way you can promote your referral program is through social media. You can also leverage social media in a few other key ways. Let's look at them next.

#4 Leverage Social Media

If your target audience is primarily business people, LinkedIn is a great way to generate referrals and it's a social media/networking tool, which means you have the ability to reach thousands. The key to getting referrals via LinkedIn is to develop relationships.

If your audience is mostly consumers, LinkedIn can still be a great tool for generating sales and referrals but you must reach the right people.

Relevant Connections

The first step to building meaningful relationships on LinkedIn is to pay attention to your connections. Is the person you're inviting to connect with someone you know? Are they a customer or client? Have you worked in the same industry or with fellow peers? Are you connected on other social media sites? If you know the person or have a legitimate reason to connect with them, then reaching out is relevant and appropriate.

Just take a few extra seconds to write a personal request for connection, including a reminder of how this person should know you. Don't just send the standard request. You'll need to click-through to their profile to send a more personalized request.

Polish Your Profile

Your profile should be an accurate reflection of you, your business, and what you have to offer. Make sure it's up to date and professional. If you have a website, blog, or other social media accounts, link your profile to those pages. This helps people who are connected with you or researching you learn more about your business. It also helps drive traffic to your site.

Engage

With a great profile and a growing connection list, it's time to get busy interacting. Reach out to people in your network, people you want to build relationships with, and ask them how they're doing. Share industry information with them via personal notes. Engagement also comes in the form of participating, or creating, LinkedIn Groups and by publishing relevant content.

When you connect and engage often, you'll begin to position yourself as a trustwor-

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thy source of information. You can then begin asking for referrals from your connections and reciprocating by recommending and referring others. Like any social media strategy, consistency is a key factor. If you want to use LinkedIn as a lead generating tool, make sure that you are active and commit to publishing relevant and useful content.

And the same goes for any other social media platform you choose to use. Just remember that your prospects must also be engaged on those social media platforms. Otherwise, you're just wasting your time if you expect to build a business with social media marketing. You've got to go on the platforms where your prospects hang out. Not necessarily on the platforms that you just personally like.

#5 Opt-In Form on Your Social Media Page

Continuing with the social media concept, you can create a lead generation initiative by adding an opt-in on your Facebook page. Keep in mind that this is only effective if your audience is present on Facebook.

For example, visit MailChimp on Facebook, <https://www.facebook.com/mailchimp/>, and you'll see that they have an opt-in form tab labeled "MailChimp Digest." If you follow MailChimp or are looking for an email solution, the opt-in offer may be of interest to you.

In addition, consumers DO research products and services on social media and may be looking to engage with you there.

Another example is Formstack. Visit their Facebook page, <https://www.facebook.com/Formstack>, and you'll see a call to action and link right in their header. (A lot of folks don't know that you can make your Facebook Biz Page header clickable.)

Again, social media is an ideal opportunity to convert prospects into leads. They're already searching for information and solutions. It's a great place for you to include an opt-in form and offer, get them on your website, and engage them with your business.

Social media is just one option. While it's effective, it can take a lot of your time and energy and it is way too easy to get taken off-track.

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There are other systems and programs you can implement to help create consistent cash flow and repeat business. Membership programs are one option and we'll look at those next.

#6 Memberships

Membership programs are an almost guaranteed way to increase your bottom line. Before diving headlong into the planning and implementation phase of creating a membership program, ask yourself if a membership offer is right for your business and audience.

Service based businesses can offer memberships by creating packages. For example, a coach might offer a weekly coaching session and monthly online training. A virtual assistant might offer monthly VA packages.

NOTE: Memberships require some sort of incentive as few customers are likely to join a membership and commit to monthly payments unless there's something really good in it for them. Discounts are the simplest way to incentivize a membership especially if you are just getting started. But I must say I much prefer value added above discounts. But a charter member offer at a lower price that you grandfather in for your members is an excellent way to build your membership quickly.

For example, you might give members a twenty percent discount on VA services. You don't make as much money on a month-to-month basis, but the payoff is repeat cash flow that you can count on, more hours that are billable, and higher annual profits.

Product based businesses can also offer membership programs. Proactiv is a simple example of that. They do sell their products individually, however, members get monthly shipping and a significant discount. Another popular membership these days is the Dollar Shave Club.



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Think about your customers. Would they benefit from a membership? Would they value it?

Some questions to ask when creating your membership site include:

- How much money do they have to spend?
- What can your membership site offer that is unique and valuable?
- What benefit will your members receive?
- Does your competition offer a membership site and what do they offer?
- What does your audience value? Time? Money? Convenience?
Connections and social networking?

Different Membership Models to Consider

Publisher – The publisher model is a common type of membership program. With this model, you would provide content to your members on an ongoing basis. It's great for the audience that wants to continue learning.

Your members are able to access specialized information and you can limit membership to make it feel exclusive. It also offers convenience for your members because they have one place to go to consume your products and services and program offerings.

For you, in addition to positive cash flow, you can also monetize your content and increase cash flow and profits that way. For example, if you offer private coaching, you could offer your members a substantial discount on that service. You make extra money and it is another way to incentivize your prospects to join.

My own Inner Success Circle is an example of a membership program that includes live interaction, coaching and accountability with me. It's pricier than some of my other options and I'm also very selective about who joins that.

Product Delivery – We already mentioned how this model works with the Proactiv and Dollar Shave examples. Products are delivered on a monthly basis. Like the publisher business model, this model could also offer various levels of subscription options. For example, you might have silver, gold, and platinum subscriptions with each level getting a different product package. It's convenient for your members and

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it usually provides a cost savings. For example, Dollar Shave Club offers 3 different types of razors at different price points. And they upsell with their own brand of shaving cream, aftershave lotion, hair gel and other products.

Service Packages – We mentioned this model as well. With a service membership, your customers get a guaranteed number of hours or a package offer. The benefit for them is usually price oriented and it's convenient. For example, someone who offers a virtual administration package of 10 hours a month at a 20 percent discount guarantees their clients that they have set aside 10 hours of time just for them. The member doesn't have to go looking for a VA to help them out with every little project.



When you offer a membership program, you help your members feel like they're getting more value. You're offering a consistent solution.

There are a few things to consider before you use membership to grow your client base and your bottom line:

- Require a term? — Will you require that people sign up for a specific period of time or will it be open ended? Essentially, will you require them to sign a contract or pay in advance?
- Limited members? — Will you limit the number of members?
- Community – Will you create a community for your members? A place where they can gather to access information, communicate with you and one another?
- Make sure you have the time to devote to your membership site and that you can keep it going once you start.

Membership is one way to add additional value to your business and grow your client base. It's often appealing to people who have been loyal customers for a long time. Speaking of loyal customers, the next idea helps you get more business from your favorite fans.

#7 Ask For It

If you're a service provider, one simple way to get more clients and work is to simply ask for it!

Many business owners are hesitant to do that. They fear that if they ask for work they may sound unprofessional, needy, or like they're struggling. It's all in how you phrase it and the relationship that you've established with your clients.

Lay the Groundwork

Start by staying in touch with your clients. This can be through personal email messages, depending on the number of clients that you have and your relationship with them. It can also be through an Autoresponder service. You can send messages that:

- Inform – talk about news, products, and current events in your niche industry
- Educate – share material that helps them continue to solve a relevant problem
- Entertain – send a funny video or comic – make sure it's relevant and appropriate
- Check in – See how they're doing and ask how you can help

Regular follow up communications help position you as a partner and a reliable source of information and not just another vendor. It also invokes the law of reciprocity – you helped them and now they'd like to help you by giving you repeat business and referrals.

Get them Accustomed to You Asking

You can engage your customers in a variety of ways and get them used to you asking for things. Position your asking as a way to help them. For example, send an occasional survey. It might ask:

- What's the biggest problem you're facing right now?
- Where do you want to be in 6 months, 3 years and so on?
- How can I improve my business?
- What are you looking for in a service provider?

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Ask for feedback, specifically, how you can better serve your customers. By doing this you position yourself as a partner and someone who is invested in their success.

Ask for More Business

Once you've laid the groundwork, asking for more business can be simple and straightforward. Find a phrase that works for you. For example, "Is there anything else I can help you out with?" or "I am taking on new clients and would love to work with you more. Is there anything that I can help you with?"

Create a strategy.

If you don't already have a customer list, create one from your existing email list. Start connecting with your customers on a regular basis and ask for their business. You'll be surprised how effective this simple step can be. Your current customers can also become your best customers with a little encouragement. A loyalty program may be an ideal next step.

#8 Loyalty Rewards

Another way to motivate current customers to do more business with you is to reward them for it. Consider creating a loyalty program or frequent buyer discount. For example, a virtual assistant might offer ten percent off their services if you book them for more than ten hours a month. People often appreciate loyalty discounts and it's a nice way to boost your cash flow.

Many hair salons offer loyalty programs as do fast food places and restaurants. Put a little thinking into it and you can come up with your own loyalty program regardless of what you sell or what business or industry you are in.

#9 Connect With Influencers In Your Industry.

Attracting and building relationships with the big players in your niche can help you attract new prospects and customers. Industry influencers are the people in your niche who have a large following. They're often most noticeable in social media. When you're connected to them, you are also able to connect with their audience. That means broadening your exposure and ideally strengthening your brand.

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Over time, you may develop a relationship with them. This could lead to partnerships, endorsements, and the ability to link your name with theirs. For example, if you're a financial coach wouldn't it be great for you to be able to say that Suze Orman endorses your coaching? When you're aligned with an influencer, you strengthen your reputation. People trust you more.

So How Do You Connect?

Find, follow, and engage. Start building a relationship with them on social media. It can take time so this tactic requires a strategy and a plan. Also, keep in mind that you don't have to shoot for the stars. There are influencers in your industry and relevant industries that may be easier to connect with and still have a large audience. Suze Orman may not be your goal. You might prefer Shannon McLay from Financially-Blonde.com. The point is that some people may be more likely to engage with you than others may.



Consider relevant industry influencers as well. For example, if you're a fitness coach you might connect with sports nutrition experts and so on. Find them on social media, follow them, and engage in conversations with them. Share their posts when they're relevant to your audience and begin to develop that relationship.

Once you have a relationship and feel comfortable, make them an offer. Host a webinar and invite them to speak. Invite them to be a guest blogger. Create an offer that provides them some value and make it easy for them to say yes.

Don't expect to have people line up to help you if they don't know you. Give them a reason to notice you by following the suggestions above.

You should also just start showing up everywhere in your sphere of influence. You'll love hearing people start saying, "My goodness, I see you everywhere!"

Okay, we've talked about a fairly wide ranging variety of ways to get more clients and to get more business from your existing clients. Let's bring it back around and talk about that tried and true lead generation offer a little more.

#10 Questionnaire Opt-In

In #1, we talked about creating a better opt-in. We also talked about using a quiz or assessment as an opt-in offer. They engage your prospect and require them to interact with you and that creates a connection.

Here are a few tips to help you leverage this lead generation tactic:

1. **Have a goal in mind before you create your quiz.** Your quiz should naturally lead prospects to your products or services. If you're an organizer, a quiz about how organized you are or your organizing personality can provide a natural transition.
2. **Create a compelling title for your quiz.** Your title has to work like a headline. It has to grab attention, make a promise, or provide a benefit.
3. **Keep it short.** The quiz should take just a minute or two to complete. If it takes too long, you'll start competing with other distractions. Therefore, it's not the number of questions that is necessarily important but the length of time it takes to answer those questions. For example, what's your favorite color will take less time to answer than a scenario based question where the reader has to imagine how they'd respond.
4. **Test it.** Create your quiz and then ask a few people to take it. Get their feedback and time them. How long did it take? Were the questions appropriate and interesting? Were they relevant?
5. **Leverage technology.** WuFoo is a division of SurveyMonkey. They create opt-in surveys and questionnaires. They also have a fantastic gallery of templates so you can explore your options and create a survey that's right for your business and audience without having to start from scratch.



Think about how many questionnaires you see on social media and how well they work. People enjoy engaging with this format. Make it work for you by creating an opt-in questionnaire. Make sure it naturally leads to your products or services and have fun with it. It's a creative way to grow your audience and your lead list.

Getting Started and Moving Forward

Identify one or two tactics from this report that fit your current needs, goals, and budget (time and money). Create your strategy, develop a plan, and enjoy the benefits.

Keep in mind that the strategies discussed here can all be implemented, tested and measured, and optimized for results.

You know your business and your audience better than anyone does and now you know how to get more clients and more business but you have to take action.

And if getting into action — and staying in action — is a challenge for you, I'd be happy to talk with you about ways that we can connect so I can help you move forward. If you'd like to implement some of these advanced strategies, I can help you. I'm always as close as an email: marty@martymarsh.com or as close as your phone: 206-290-7901

Make a lot of money... Help a lot of people... Have a lot of fun!

To me, this is what business is all about.
And it should be this way for you, too.
Without shame!

But far too many soul proprietors believe that making money by helping people is a bad thing. I sure don't know where that notion came from, but it kept me paralyzed for many, many years. Until I discovered that the best way to help change the world is by helping people be successful in their own businesses. To help them create their own business that allows them to serve more people, make a lot of money in the process and have a lot of fun doing it. Yes, you *can* market your business, and sell, in such a way that feels good and still creates big profits.

Big profits mean you can help more people. Directly or charitably.

If you're at a place where you want to grow your business in a way that feels good and that makes you the living you want and deserve, and you need some help to get you where you want to go, then let's have a no-obligation CoffeeChat.

We'll just talk. No selling. (No kidding.)

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