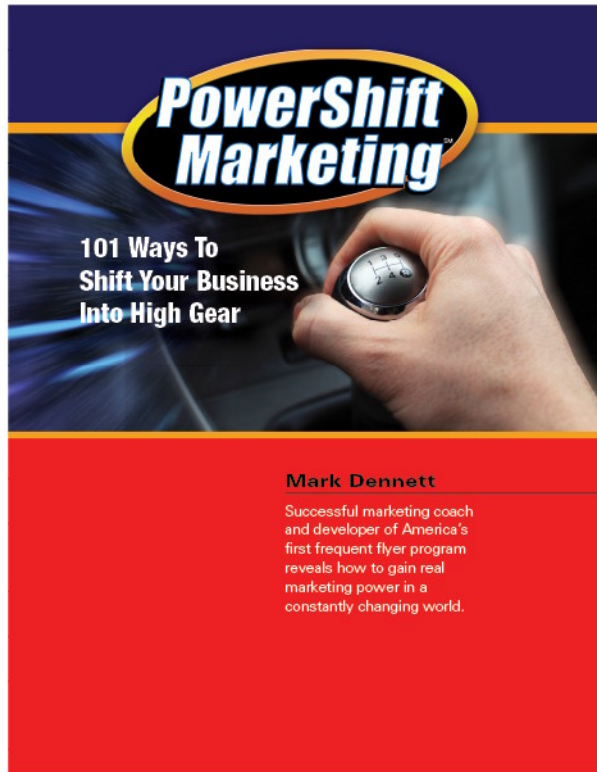


BOOK PREVIEW

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THE POWER BEHIND POWERSHIFTING

When I was learning how to drive a manual shift car, my dad (who raced Model A's while growing up in Arizona) explained to me the advantages of powershifting. As my dad told me, in full-throttle shifting you don't let your foot off the gas and only briefly depress the clutch as you shift from gear to gear. This helps the car accelerate faster and gives you a competitive advantage over other cars that let off the gas and use the clutch.

The word powershifting perfectly summarizes my approach to small business marketing. Simply stated, the firms that have the most success marketing their goods and services don't take their foot off the gas. They always keep moving ahead.

"POWERSHIFT MARKETING requires a company to embrace change, understand where their customers are heading, and respond to these changes immediately."

Mark Dennett, Marketing Coach

Speed and action are important. If you can be the first to recognize where your customers are going and respond first, before your competition does, you'll be a marketing winner. This may not be an earth-shattering observation, but it surprises me how few companies do it well.

Some firms recognize change quickly, but can't respond to it. This may be due to ego ("I built this company and I know what is best,"), a bloated corporate structure, or a belief in the past ("What we did in the past worked and we're not going to change it.").

Other firms constantly change directions chasing opportunities. They don't have the discipline to analyze their market and focus their resources on key strategies.

The fundamental idea behind my POWERSHIFTING approach is that small actions, taken every day, can dramatically improve your marketing. Don't take your foot off the gas and you will move ahead of your competition!

A TOOL FOR SMALL BUSINESS

Any business can use my **POWERSHIFT MARKETING** tips; however, **this book was created primarily for small business owners** who out of necessity are trying to do everything on their own. By reading my book and following its tips, you can equip yourself with the knowledge and tools needed to get the most out of every dollar you spend on marketing your business.

A “GREEN” MARKETING HANDBOOK

This book was designed to be a renewable resource. With its purchase, **you get a one-year subscription to CLUB POWERSHIFT - my online coaching and update service.** When I update a chapter, I will notify you that you can download it for FREE. I will also be sharing insights into new marketing trends.

How important are these book updates? They are critical if you really want to **POWERSHIFT**. The world is changing fast. Great marketing stays on top of a changing world. Just ask yourself: Are you facing the same marketing challenges today as you did 12 months ago?

INSIDE THE BOOK

This book is divided into five gears, plus reverse. Each one explores a different aspect of successful small business marketing with **POWERSHIFT MARKETING** tips that you can use now.

1ST GEAR - GETTING OFF THE LINE **THE PRINCIPLES OF POWERSHIFTING**

The first steps to gain marketing power are covered here: embracing change, eliminating beliefs that hold you back, understanding the advantage of speed, and recognizing the power of a satisfied customer. I also review the traditional building blocks of successful marketing.

If you have a formal marketing education, this section will be a refresher. If you've never been inside a marketing classroom, you'll gain just enough knowledge to be dangerous. That's why I wrote the other sections.

2ND GEAR - GETTING UP TO SPEED **EXTREME CUSTOMER LOYALTY** **AND YOUR PUBLIC FACE**

As the developer of America's first frequent flyer program, I believe creating extreme customer loyalty is the bottom line of any marketing effort. **Focus on building customers for life, or all you'll create are shoppers.**

Positive public relations goes hand in hand with superior customer service. A positive public face doesn't just happen. It is the result of a focused and planned public relations effort, combined with a superior customer experience.

3RD GEAR - CRUISING ALONG **THE NEW ART OF SELLING**

The old adage “Nothing happens until someone sells something,” is still true. But selling as we know it is dead. The new art of selling requires a lot more than just asking for the business.

4TH GEAR - PASSING OTHERS **MAXIMIZE YOUR MARKETING** **INVESTMENT**

No matter how you get your message out, it costs money. But it doesn't have to cost more for your advertising to work better than your competitor's. This section is all about maximizing your return on your marketing investment.

1. ADVERTISING STRATEGIES

From directing a multi-million dollar ad effort for a major U.S. airline to running a successful advertising agency for much smaller clients, I've collected all the winners here - strategies that work in the real world.

2. WEB MARKETING STRATEGIES

With an industry that changes constantly, you will need my updates to keep this section current. But here are the basics you need to know to make the web work for you now.

3. DIRECT MARKETING STRATEGIES

Snail mail is not dead. In fact, today a well-designed direct mail campaign can be even more powerful. Even mass e-mailing and large-scale cold calling programs can work, if you know a few secrets.

5TH GEAR - RUNNING ALL OUT STREET FIGHTING

This section focuses on the final piece of the promotional mix: sales promotion. Here are dozens of quick and easy ways to bring your product or service to the people. They're not sophisticated, so don't expect a big name advertising agency to share these with you. But they're working every day for all types of small businesses.

While all the **POWERSHIFT MARKETING** tips I share in this book will work for nonprofits, at the end of 5th Gear I add a few marketing thoughts that nonprofits need to keep in mind when developing their marketing efforts.

SHIFTING INTO REVERSE - At the very end, I comment on what to do if you have to shift into reverse. What happens if something does not work?

TRUTH IN ADVERTISING... MORE POWERSHIFT TIPS THAN I PROMISED.

When I started writing this book I thought it would contain 101 tips, thus the name.

But by the time I finished, I had to add a bunch more, and I'm adding even more every time I send chapter updates, just to keep up with a changing world.

I hope you enjoy the tips in this book and find them useful for your business. It has certainly been a pleasure accumulating this knowledge by working with great clients and wonderful associates and vendors in my marketing career. I've learned from each one of them, and this book is a tribute to their skills and knowledge.



Mark Dennett

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POWERSHIFT MARKETING SM
101 WAYS TO SHIFT YOUR BUSINESS INTO HIGH GEAR

1ST GEAR - GETTING OFF THE LINE
THE PRINCIPLES OF POWERSHIFTING

In this section I explore the core principles behind **POWERSHIFT MARKETING** and the changes in mindset and marketing focus that will be required to shift your company into high gear. I also review the basic building blocks needed to create a sound marketing effort.

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SHIFTING A SMALL BUSINESS INTO HIGH GEAR

2ND GEAR - GETTING UP TO SPEED
EXTREME CUSTOMER LOYALTY AND
PUBLIC RELATIONS STRATEGIES

CUSTOMER LOYALTY - Creating customers for life is the fundamental purpose of any marketing effort. You have to have customer loyalty, or all you are doing is creating shoppers.

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PUBLIC RELATIONS - Any company that is concerned about how the public views them (their brand), needs to have a public relations program, either formal or informal. Before starting your program you need to understand the fundamentals of contemporary public relations and the new tools needed to take advantage of a changing media world.

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POWERSHIFT MARKETING SM
SHIFTING A SMALL BUSINESS INTO HIGH GEAR

3RD GEAR - CRUISING ALONG
THE NEW ART OF SELLING

The challenge most small businesses face today is that many of the old ideas they have about selling are no longer relevant. This section focuses on face-to-face selling, not on telemarketing, direct mail, email or other forms of selling. I cover these in Section 4.

The goal of 3rd Gear is not to make you a super sales person, but to give you the knowledge that will help you direct, supervise and get more out of your sales people.

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101 WAYS TO SHIFT YOUR BUSINESS INTO HIGH GEAR

4TH GEAR - PASSING OTHERS
MAXIMIZING YOUR ADVERTISING INVESTMENT

The cost of buying advertising media is not based on effectiveness (how well your ad works). This section is all about maximizing your return on your advertising investment by making your advertising work harder than your competitor's.

ADVERTISING STRATEGIES - I've collected all the winners here - strategies that will work for you.

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WEB MARKETING STRATEGIES - With an industry that changes every day, you will need my updates to keep this section current. But here are the basics as of early 2009.

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DIRECT MARKETING STRATEGIES - Snail mail is not dead. Even mass emailing and large scale cold calling programs can work, if you know a few trade secrets.

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101 WAYS TO SHIFT YOUR BUSINESS INTO HIGH GEAR

5th GEAR - RUNNING ALL OUT
STREET FIGHTING

Here are quick and easy sales promotion and guerilla marketing ideas. Don't expect a big name marketing firm to share these. Most are not sophisticated, but they're all working every day for small businesses like yours.

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Closing thought. What happens if you need to shift into reverse?

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