



Top 10 Marketing Mistakes Solo-Professionals And Small Business Owners Make

*And How to Avoid Them So Your
Business Will Grow and Prosper!*

By Debbie LaChusa
Founder & President



About the Author



10stepmarketing founder Debbie LaChusa is a marketing veteran with more than 21 years in the business. After 10 years working for advertising and marketing communications agencies, Debbie chose to hop over to the client side, as vice president of marketing and public relations for the American Council on Exercise (ACE), an internationally recognized non-profit organization.

As a fitness enthusiast and former marathon runner, she realized that combining her personal interest in health and fitness with her professional career in marketing was a great combination. And, she learned when you're passionate about what you do nothing can stop you from being successful.

Small Business Owner

In 1998, Debbie founded [DLC Marketing, Inc.](#) Her goal? To give entrepreneurs and small business owners affordable access to the same high-level, strategic marketing and advertising expertise that typically only large companies with big budgets can afford.

Teacher & Presenter

Debbie's commitment to making marketing expertise accessible to small business led her to pursue speaking engagements and teaching. She's spoken at meetings and conventions across the United States and in Canada and is on the faculty of Wellcoaches Corporation, where she has taught over 600 wellness coach trainees how to successfully market their new coaching practices.

Author

In 2004, Debbie created and launched [10stepmarketing](#), a small business marketing training and coaching business. Her flagship product, The10stepmarketing System is a two-time winner of the APEX Award for Publication Excellence.

Work At Home Mom

In 2007, Debbie introduced her latest venture, 6FigureWorkAtHomeMom.com to help other moms learn how to create a successful home-based business designed to earn them 6 figures.

Debbie feels blessed to have found success doing work she loves and that allows her to help others to be successful. To learn more about Debbie LaChusa and the programs she has created to help small business owners and solo-professionals, please visit www.DebbieLaChusa.com

Introduction

I have dedicated my entire professional life to the field of marketing. For over 21 years I have been helping business owners attract more clients and make more sales by helping them develop and implement effective marketing plans.

In that time I have consistently seen the same mistakes being made over and over again, particularly when I am working with solo-professionals and small business owners who inherited the job of marketing the day they decided to open their own business.

Solo-Professionals

If you're not familiar with the term solo-professional, it simply means a solo business owner. Someone who has started their own business, and is currently the only person working in that business.

I also include people like myself in this category of solo-professionals. Even though I have a virtual assistant, a bookkeeper, and a variety of other independent professionals I contract with to help me operate my businesses, for the most part I am working solo.

It's just me sitting in my home office working on my business, and making all of the key decisions. Thus the term "solo."

Lack of Marketing Experience

In my experience, most solo-professionals and small business owners are usually not marketing experts. Instead they are experts in their chosen field.

However, as a solo-professional or small business owner, they are suddenly faced with having to market their own business if they want it to succeed.

Problem is they were never trained in marketing. So what do they do?

They look around at what others in their field are doing. They read a book or take a class. Or, they do some searching online to find free tips and advice.

The Result is Business Failure

While there is nothing wrong with seeking out information (in fact I recommend it), information alone is not enough to make your business a success. If it were, 80% of all new businesses wouldn't fail* because there is certainly no shortage of information.

The key is in knowing what to do with that information. In knowing how to put it into action so it can help you grow your business. And, in knowing what steps to take to set your business on the path toward success.

My goal with this Ebook is to share with you the top 10 marketing mistakes I see solo-professionals and small business owners making, and to help you understand what steps you can take to avoid making these mistakes.

By avoiding these mistakes your business will have the chance to succeed and you can prevent your business from becoming yet another sad statistic.

As you read through this Ebook, I encourage you to evaluate your own business to determine if you are making these mistakes.

If you are, don't beat yourself up, just commit to taking the necessary steps to get yourself and your business on the right track as soon as possible.

And remember, you can do anything, if you take it one step at a time.

*According to Entrepreneur Magazine, 80% of all new businesses fail within the first five years.



Marketing Mistake #1:

They Don't Know WHO They Are Marketing To

One of the first questions I ask my clients is “Who is your ideal client?” “Who are you targeting with your marketing?”

And very often the answer sounds something like the following: “Well, anyone could benefit from my product or service,” or “Women,” or “People who need to lose weight” or “People who need help with accounting” (*you can fill in any service category in the last one*).

These broad answers indicate to me that they don't really know WHO their ideal clients are.

- They haven't taken the time to identify who their most profitable clients might be.
- They haven't decided who they would most like to work with.
- They haven't determined who is most likely to buy what they are selling.
- They haven't looked into who they will have the easiest time selling to.

Instead, they are busy marketing and selling to anyone who is willing to listen and buy.

The problem with this approach is it simply doesn't work.

And, more importantly, it can lead to building a business that isn't profitable or enjoyable for its owner.

I'd like to ask you a question: Have you ever worked with a client you absolutely loved working with?

A client who truly appreciated what you had to offer. Who listened to your recommendations, and not only that, acted on them, too!

A client who respected your knowledge and experience ... who turned to you for your advice and expertise.

A client who willingly paid you on time for your services.

A client who was so happy with your work that they referred you to their colleagues and friends.

I've got news for you: THIS is your ideal client.

And, your job as a marketer is to understand who this person is so you can go out and find more clients just like him or her.

Unfortunately, because most new business owners are usually hungry for business, they tend to take on anyone who appears to be looking for their services.

Often they don't screen new clients very well and the only criteria that seems to matter is if the client wants to work with them.

Speaking from personal experience I can tell you this is NOT the way to build a successful business.

Let me tell you a quick story to illustrate. Here's what happened to me.

A few years ago, one of my business partners and I took on a client who had been referred to us by one of our favorite clients. We thought that was enough of a reason to take on this new client.

Even though we both had an uneasy feeling after our first meeting with this prospective client.

Even though we weren't sure this new client really understood and appreciated what we had to offer, we chose to take him on as a client because he had been referred by someone we knew and trusted.

We very soon came to regret that decision.

The relationship was rocky from the start. The client was very difficult to work with and was never really happy with the work we provided (mostly because he didn't understand or appreciate what we were trying to do for him).

And getting him to pay on time was like pulling teeth. In the end, we wound up spending more time trying to get paid for the services we had delivered, than providing him with marketing support.

Needless to say, the relationship didn't last. And it was better for all of us that it didn't.

We learned a very valuable lesson through this experience. And that lesson was, just because someone wants to work with us, doesn't mean we should work with them.

We need to make sure prospective clients are the kind of clients WE want to work with.

How to Avoid Making This Mistake

Take a look at your current clients. Identify those you absolutely LOVE working with and make a decision to focus your marketing on finding more clients just like them. Look at WHO you are targeting with your marketing and ask yourself the following questions:

1. Are these the kind of people I really want to work with?
2. Do they have a compelling need for my services?
3. Can they afford my services and are they willing to pay for them?

If you can't answer these questions with a definitive "YES" then you may need to re-think who you're marketing to.

Or, you may need to create different product or service offerings to better meet your ideal clients' needs.



Marketing Mistake #2: They Don't Know WHAT They Are Selling

Do you know *what* you are selling?

I'm not talking about your experience or the product or service you're selling.

I'm talking about what you are *really* selling.

Unfortunately, many solo-professionals and small business owners miss the boat on this one. They mistakenly think they are selling a product or a service.

Or, they think they are selling their experience and their credentials.

Or, they think they are selling all the things their product or service does.

As a result, they don't like to market or sell. Because they think it's all about telling people how great they or their product or service is. And, trying to get people to buy.

And let's face it, most of us are not comfortable doing that.

And even if you are, I've got news for you. That's NOT what your prospects are interested in.

How to Avoid Making This Mistake

To effectively market and sell your products and services, you need to position yourself as a resource.

You need to position your product or service as the obvious solution to whatever problem or need your prospect has.

Because *that* is what you are really selling: a solution to a problem.

You are filling a need that your prospects have. Therefore what you are selling is more about your prospects and their problems or needs, than you and your products or services.

Think about how you can help your prospects. If you can provide help, information, and resources, they'll start to see you as an expert who can help them with their problem or need.

When that happens, you don't need a hard-sell to turn them into clients. They will naturally be attracted to what you have to offer. And, when they are ready to buy, they'll buy from you.

Always remember you are not selling a product or service, you are selling a solution to a problem, need or desire that your ideal clients have.

And, isn't that why you got into business in the first place? To help people.

If you can look at your marketing as a way to help more people, it absolutely changes the way you market and sell. And, it makes it much more palatable.

If your ideal clients feel that you understand them and their problems, and they are convinced you are qualified to help them, they'll buy from you when they're ready to buy.

It's also important to recognize that our ideal clients are not always ready to buy when *we* are ready to sell. That's why it's so important to build a relationship with them. So when *they* are ready, they turn to us.



Marketing Mistake #3:

They Haven't Identified Their Marketing "Hook"

I see many solo-professionals such as coaches, consultants, chiropractors, massage therapists and financial planners selling their services based solely on what they do for their clients.

In other words, all they talk about in their marketing are the services they offer.

What's wrong with that?

They're not giving anyone a reason to hire *them* over all of the other coaches, consultants, chiropractors, massage therapists and financial planners who offer those same services.

They haven't told their prospects why they are different or better than the others. They haven't identified their "hook."

If you think about big businesses, they're usually pretty good about identifying a "hook," or a reason you should buy from them.

This "hook" is what they are known for. It is what separates them from their competitors. And, it is apparent in all of their marketing. In fact, it's usually prominently featured in their marketing and even their tagline.

Here are a few examples you may be familiar with:

- Delivered in 30 minutes or less, or it's free – Dominos Pizza
- The quicker picker upper – Bounty Paper Towels
- When it absolutely, positively has to be there overnight – Federal Express
- Because I'm worth it – L'Oreal

Each one provides a single, differentiating factor ... a “hook” if you will.

And, that hook appeals to the ideal client for that product or service. It serves to attract the right kind of clients. And, it tells them why they should buy that product or service over its competitors.

When you don't identify your “hook” you are not giving people a reason to buy from you. You are not making your product or service stand out.

And, as a result you usually end up competing based on price – which means you must have the lowest price to win the client. That's not the best strategy if you want to stay in business for the long-run and be paid what you're worth.

How to Avoid Making This Mistake

To avoid making this mistake, you must be able to answer ONE question: “Why should someone hire you, or buy from you, over ALL of their other choices?”

And, you must make this reason the primary focus of your marketing. You must make it crystal clear to your prospects WHY they should buy from you.

This can be challenging for solo-professionals and small business marketers, often because they are so close to their business ... usually because they're the only one working in it. So they have tunnel vision.

However, it is definitely worth taking the time to identify your hook. If necessary, enlist the help of a colleague or friend to help you identify your hook. Or, hire a marketing coach.

Having a hook can mean the difference between clients choosing your product or service, or choosing your competitors. And, ultimately it can mean the difference between success and failure for your business.



Marketing Mistake #4:

They Talk About The Wrong Thing In Their Marketing

This problem is closely related to Marketing Mistakes #2 and #3. Because many solo-professionals and small business owners don't realize WHAT they are selling, and haven't taken the time to identify their "hook," they end up talking about the wrong thing in their marketing.

- They talk about their experience and their credentials.
- They talk about all the great features of their product or service. What it does and how it does it.
- They talk about the processes they use to help clients.

Let me ask you a question. When it comes down to it, do you really care about all of my credentials and how I can help you market?

Probably not.

What you probably do care about are the results I can help you achieve.

You want to know that I can help you attract more clients, sell more products or services and ultimately make more money.

You want to know that you will be able to use what I teach you to accomplish these goals on your own, without having to spend a fortune on marketing.

That means I should be talking more about you than I should be talking about me in my marketing. I should be helping you understand how my product or service can help you solve these problems you are facing – the problems of not having enough clients or making enough money.

Unfortunately, many solo-professionals and small business owners don't talk about their prospects problems and how they can solve them in their marketing.

How to Avoid Making This Mistake

The easiest way to avoid making this mistake is to identify what you are really selling and to identify your hook. And then make sure you are talking about these things in your marketing.

Focus on benefits.

Focus on results.

Focus on transporting your prospects emotionally to a place where their problems are already solved.

Give them a taste of how that feels and you will have their attention and a much better chance of making a sale.



Marketing Mistake #5:

They Cram Too Much Information Into Their Marketing

Have you ever seen a print ad that had so much information in it you weren't sure what they were trying to sell you?

Have you ever met someone who, when you asked them "So, what do you do?" rambled on so long that you weren't exactly sure what they did? Or, you lost interest halfway through their answer and tuned-out?

It's human nature to feel the need to tell our entire story in our marketing. We think if we tell people everything about us, our product or service, they'll be more convinced to buy.

Or, we think if we talk about everything, something is sure to grab their attention.

This couldn't be further from the truth.

If you throw everything but the kitchen sink into your marketing, your ideal clients will either walk away confused, disinterested or with one piece of your message, but not necessarily the one piece you want them to walk away with.

How to Avoid Making this Mistake

Do yourself a favor and determine what your key marketing message is and focus all of your marketing on communicating this ONE message.

Let me tell you a quick story to illustrate my point.

Years ago I was watching a documentary on advertising. The creative director of a major advertising agency was being interviewed about what makes a successful advertisement.

Halfway through the interview he pulled out three tennis balls and demonstrated something that still sticks with me today.

He was talking about the most powerful way to make sure your marketing message gets through to your intended audience.

First, to demonstrate what most marketing does, he threw all three tennis balls at the interviewer. The interviewer tried to catch the balls, but as you can imagine, he missed them all and they dropped to the floor.

They repeated the exercise and the second time he caught one ball.

The creative director went on to explain that this is what many marketers do.

They cram their websites and brochures and ads and elevator pitches with tons of information about their business, product or service and they expect their audience to "get it all."

This is the equivalent of throwing a bunch of tennis balls at your audience. What happens?

You're lucky if the audience walks away with anything. Much less the one key thing you want them to know about you, your product or service.

Now, back to the tennis ball demonstration.

Next, the creative director tossed one tennis ball to the interviewer. Guess what happened? Yep, he caught it, easily.

The same thing happens with your marketing. If you focus your marketing on one key message you can be sure your audience is going to "catch" it.

This puts you in control of your marketing. And it makes your marketing much more effective.

But it does take some work upfront because you have to decide what that one key piece of information is. You have to know what to say in order to persuade your audience to take the next step you want them to take.

You also have to know your audience and do some other homework so you can determine what that key message is.

It's not hard. But it does take a little effort and time. But once you've identified it, you can easily create all of your marketing. Because you'll know exactly what your message needs to be.

And, you won't waste your time or your prospects' time by talking about all sorts of irrelevant things.



Marketing Mistake #6:

They Haven't Taken The Time To Create A Marketing Plan

There's a saying that goes "If you fail to plan, you're planning to fail."

I realize no small business owner has the intention of failing, but that's just what many do every day when they launch their business without a marketing plan.

I was speaking to a group awhile back and one of the first questions I posed to the audience was, "Do you have a marketing plan?"

About 10 hands went up. When I asked one of the women who had raised her hand, "What IS a marketing plan?" she replied nervously and with a bit of uncertainty, "Isn't it what you plan to do to market your business?"

At that point it became very clear to me that many solo professionals and small business owners don't fully understand what a marketing plan is.

They believe a marketing plan is simply what they plan to do to market their business.

Well, I could say I plan to advertise, or I plan to use public relations, or I plan to create a website. Those are all things I plan to do to market my business, yet they do NOT equal a marketing plan."

Your marketing plan is more than just what you plan to do to market. It is the foundation for all of your marketing.

One of the first things you need to determine is what are your goals and objectives. What do you want to accomplish over the next year in your business? I call this "painting your target."

As when throwing darts, or shooting a bow and arrow, you don't just aim into the wild blue yonder, you aim at a target that has been placed on the wall.

Your goals and objectives establish your target and provide you with direction.

Without goals and objectives, you too are aiming into the wild blue yonder. Your marketing has no focus, because you haven't taken the time to determine what you are aiming for ... what results you want your marketing to achieve.

Most importantly, you must be specific. To just say, I want more clients or more sales, is not enough. That's like pointing your arrow in a direction, but not knowing where the target is. There's a chance you might hit the target, but odds are you won't.

Additionally, without a marketing plan, most people are focusing on short-term goals. The problem is, short-term goals won't sustain your business long-term.

Here's what many people do. If they need more clients or sales this month so they can cover expenses, they focus on getting those immediate clients or sales.

But they're not doing anything to ensure the long-term success of their business. And, they spend their time stopping and starting, and experiencing unpredictable cash-flow and unnecessary stress.

How to Avoid Making This Mistake

Identify what you want to achieve with your business in the next year, then set some goals and create a plan to achieve those goals.

When you have a marketing plan, you have a step-by-step map to reaching your goals. And when you take the time to work on your plan as well as work in your business you are focusing on creating long-term success while you're servicing the daily needs of your business and clients.

Having a plan is the only way I know to maintain your focus on long-term success and know what daily steps you need to take to achieve that success.

So, the big question is, do you have a marketing plan, or do you simply have a list of the marketing activities you plan to use?

If you don't currently have a marketing plan now's a great time to create one. And if you're concerned your plan needs to be a document as thick as the Bible, let me put you at ease. It absolutely does NOT need to be. Your plan may only be a couple of pages.

The key is to make sure it addresses your goals and a step by step plan to achieve them.

My [1-Hour Marketing Plan System](#) will help you create and implement a marketing plan for your business. Even if you currently know nothing about marketing, you can follow the simple steps and when you're finished you will have a marketing plan designed to take your business wherever you want it to go. You'll even have a foolproof system for staying on track with that plan all year long so you can achieve your goals. It is absolutely the simplest way to ensure the success of your business.



Marketing Mistake #7: They Don't Market Consistently Enough

Here's a pretty typical conversation between me and a client who is frustrated because they are not getting any results from their marketing.

These are usually the same clients who tell me that they *are* marketing but that nothing seems to be working.

I'll ask, "So what have you done to market your business?"

And, they'll respond with something like, "I sent out a direct mail postcard, but no one responded."

Or, they'll say, "I ran an ad in a magazine, but I didn't get any calls from it."

And my response is usually, "You only did it once? Well, no wonder it didn't work."

Here is what I have found ...

Because many solo-professionals and small business owners don't have much money to spend on marketing, they very often don't do enough marketing to have an impact and get results.

They try something once and when they don't get an immediate response, they quit. And, they move on and try something else.

This becomes a vicious, expensive and frustrating cycle.

The problem is there is hardly any marketing activity that is going to be effective if you only do it once.

You need to market consistently to get results. That means over and over and over again.

How to Avoid Making this Mistake

In marketing there is a rule known as the “3 to 10x Rule.” It states that someone must be exposed to your marketing message at least three times, and as many as 10 times, in order to actually see it and potentially take action.

So make sure you are marketing consistently enough to generate this many exposures.

This is another reason having a marketing plan is so important. When you create a plan it forces you to map out your marketing for one full year. It helps you avoid the “one shot” approach.



Marketing Mistake #8:

They Don't Have An Automated Lead Generation System

Many solo-professionals and small business owners spend much of their time prospecting or cold calling.

They spend hours at networking events in an effort to meet potential clients.

They contact friends and family looking for referrals.

They spend a lot of time trying to track down new clients for their business, very often one client at a time.

This is a very time-consuming way to find clients, and you'll usually tire of it before you start to see any significant results.

The other problem with this method is it focuses on selling – that is you are trying to find clients who will immediately buy your product or service.

And, unless you're selling a low-price or low-involvement product (think toothpaste or tissues) most people won't hire you, or buy from you, the very first time they come in contact with you or your marketing.

Why?

Because your prospects want to get to know you a bit first, before taking out their wallet. They want to see if you, your business, and your products and services are a good fit for their needs.

How to Avoid Making this Mistake

For these reasons you need a way to bring prospects into your business – to introduce them to your products and services – without them having to invest a lot of your time or money.

Let me ask you a few questions.

1. Do you have a way to bring prospects into your business so you can begin building a relationship with them?
2. Do you have a way for prospects to get to know you and your business while they're thinking about buying?
3. Is this method of client attraction *automated*?

If you didn't answer "yes" to all three of these questions, you need to make some changes to your business.

You need to add automated lead generation activities to your marketing.

Ideally you should have at least one automated system that does not require your time and constant attention with each and every prospect.

Usually this involves inviting prospects to join a mailing list where they can get valuable information from you, for free.

Once they have joined your mailing list, you have the ability to build a relationship with them, and to market your products and services to them over time.

When you set up your business this way you can focus your time and energy on serving your current clients and converting those who are ready to buy, instead of spending all of your time trying to track down new clients one by one. It's a much more efficient way to run your business.



Marketing Mistake #9: They Haven't Set Objectives For Their Marketing

Very often I will look at a client's website and ask them the question, "What do you want someone who visits your website to do?"

And, they will answer, "I don't know ... maybe read about what I do so they can learn more about me and my services."

Then I ask them, "Don't you want them to contact you or buy from you?" "Isn't that why you are in business?"

They usually reply "Well, yes, I do want them to contact me so I can tell them about my products or services."

At this point it becomes very clear to me that they haven't taken the time to establish an objective for their website, and they haven't designed the site to achieve that objective.

They are simply putting their marketing out there and praying for results.

And, this problem usually extends to all of their other marketing materials as well.

The problem with this hap-hazard approach to marketing is that if you don't make it VERY clear what you want people to do, and instruct them to take that action, odds are you aren't going to get that result.

Those same clients who say they want their website to tell people about who they are and what they do, are usually also struggling to get clients.

Because they aren't telling people who visit their website how to become a client, or what the first step is they should take. They are not taking control of their marketing.

Putting marketing out there and hoping it will bring you clients is a very expensive and frustrating way to market.

How to Avoid Making this Mistake

BEFORE you create any marketing you have to decide what you want people to do when they see it, and then you have design it to elicit that response.

Take a look at your marketing. Your website. Your brochure. Even your business cards.

Make sure you have a clear objective for each one. Then design them to achieve that objective.



Marketing Mistake #10: **They Don't Track Their Results**

For many years, I worked for advertising and marketing agencies where my job was to develop and implement marketing plans for my clients.

The agency would do all the marketing work and the client's role was to approve and pay for it.

But one of the biggest problems we faced was getting our clients to track which marketing activities were resulting in more clients and sales.

So while we might know overall if our marketing plan was generating results, we never really knew which activities were working, and which were not.

When you are a solo-professional or small business owner, with a limited marketing budget, this becomes even more important.

Otherwise, you could end up wasting money on marketing that is not contributing to your bottom-line.

How to Avoid Making this Mistake

Once you've put a piece of marketing out there, whether it's an ad, a promotion, a press release, an article or an e-newsletter, your job is to know whether or not it's doing its job of attracting new clients.

And, the way to do that is through tracking.

Tracking is easier than you think. It just takes a commitment and little bit of time.

What are some ways you can track your marketing?

The simplest way is to ASK! When you get a new client ask them where they heard about you. Then make sure you write it down and keep a log.

Just keeping this important information in your head won't help you at year's end when you're trying to develop next year's marketing plan. You need to keep a tracking report for all of your marketing activities.

This is the best way to save money and get the very best results from any marketing you do.

In Conclusion

If you want to build a successful business, you must do your best to avoid these 10 marketing mistakes. They are business killers to be sure.

When I hear a client saying they hate marketing and sales, it's usually because they aren't getting good results from their marketing and sales efforts.

And usually, it's because they are making one or all of these mistakes. As soon as we correct these mistakes, they start getting results and they start getting excited about marketing.

It becomes fun. In fact, as they use these strategies to implement their marketing activities and then track their results, it becomes almost like a game, as they strive to continually improve their results.

As I have mentioned throughout this Ebook, one of the easiest ways to avoid all of these marketing mistakes is to take the time to create a [marketing plan](#) for your business.

Because a [marketing plan](#) by its very nature will help you avoid these mistakes.

But what if you don't know how to create a marketing plan? Well, that's exactly where my [1-Hour Marketing Plan System](#) comes in.

It will help you create your very own marketing plan – your own personalized marketing system – to make your business a success.

But Writing a Marketing Plan Sounds Like a Lot of Work

I've had a few people say, "Debbie, creating a marketing plan seems like a lot of work." And, to that I respond, "It's all relative to the results you want to get." And, here's what I mean by that.

How much time, effort and work are you putting into building your business right now? My guess is quite a bit.

But the real question is what return are you getting from all of that work? And, if it's not what you'd like, would you be willing to invest one hour to virtually ensure the success of your business?

You can learn more about my [1-Hour Marketing Plan](http://www.1hourmarketingplan.com) System and get instant access to today at www.1hourmarketingplan.com

Stop Making Marketing Mistakes And Put Your Business on the Path to Marketing Success TODAY!

You can try my [1-Hour Marketing Plan System](http://www.1hourmarketingplan.com) today, absolutely risk-free with my 3-Month, "Test Drive" Guarantee. To take the first step and get your copy today, simply visit www.1hourmarketingplan.com

Here's to your Success!



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