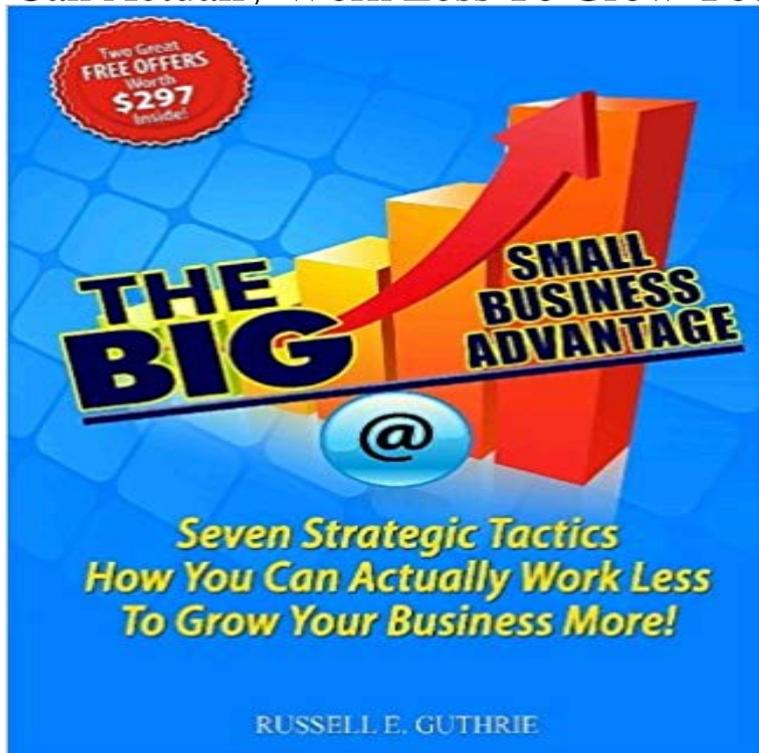


The BIG Small Business Advantage: Seven Strategic Tactics How You Can Actually Work Less To Grow Your Business More!



Seven KEY Strategic Tactics plus a handful of practical tips how any small business can gain massive leverage in their market, both offline and online, by working with a Direct Response Marketing Company. Whether in a recession or not, the failure rate for new small business start-ups is abysmal, at best. Enter the one secret weapon all small businesses have access to, but only a small percent actually take advantage of - a Direct Response Marketing Company. The vast amount of expertise and pools of talent available through a Direct Response Marketing Company are not easily assembled by a small business. In fact, it simply isn't feasible for the average small business to have its own marketing department. Yet, the majority of small businesses spend thousands of dollars annually on advertising and marketing campaigns that are not properly created, monetized or tracked for effectiveness. One of the key ingredients in the recipe for small business failure is trying to do everything by yourself. This happens day in and day out with thousands of small businesses across the globe. Many business owners spend the majority of their time on things they should not be doing, while spending too little time on the key revenue producing activities they should be focusing on. But by focusing on the things you should be doing, while delegating the rest to other people who are ideally suited to perform them, your productivity and efficiency are both dramatically increased. By the time you finish reading this book, you should be thoroughly convinced that using a Direct Response Marketing Company is the only way to ensure your business has a fighting chance of survival - now and in the future.

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