



1 Where you are now to where you want to be

Maybe you are wondering if there is a secret to making your marketing work ... if there is a special system ... a key to success ...

Imagine if I told you that the answers you are looking for are inside your own mind and all you really need is the right system, the right questions and the right guidance to enable you to unlock them.

As a successful marketing consultant and business coach I have been amazed by the people I have worked with over the years and how much they have found they already know when stimulated by the right set of questions.

I have written this book to enable more people than I can personally see to benefit from the value of a great marketing idea, the right questions to ask themselves and the prompt for the first vital step they need to take.

Think your way through the maze

This simple process begins with where you are right now with your business, product or service and takes you to exactly where you want to be. Every step you take will add a vital piece to your ultimate marketing plan of action. At the end of the process you will have a marketing plan that you have created yourself. You will know which marketing strategies are going to offer your particular business the greatest leverage and you will know exactly what you need to do to apply them.

If you need to revive the enthusiasm for your business and bring back the passion you had for it – reading and working through this book is the stimulant you need right now.

If you own a business and you find that you are often too busy ‘working *in* the business’ to spend time ‘working *on* the business’ reading this book will inspire you to take time out and move things forward.

Most of all I hope that reading this will provide you with new inspiration and stimulate a new active approach to the successful marketing of your business.

Let this book work its magic right now as you turn the page...and stimulate ideas into action...