

The Cocktail Napkin Marketing Plan e-Book Turns Entrepreneurs into Instant Marketing Strategists!

Contributed by Dennis
Monday, 27 October 2008

San Francisco, CA - Robyn Levin, a San Francisco based strategic marketing expert and speaker, today releases a concise marketing plan template that helps small business owners get unstuck. " Entrepreneurs are great at creating products and providing services, but they tend to hit a roadblock when it comes to setting a marketing strategy," Levin said.

{mosbotwordcount}

San Francisco, CA - Robyn Levin, a San Francisco based strategic marketing expert and speaker, today releases a concise marketing plan template that helps small business owners get unstuck. "Entrepreneurs are great at creating products and providing services, but they tend to hit a roadblock when it comes to setting a marketing strategy," Levin said.

It's designed to help overwhelmed business owners raise capital, expand into new markets, discover proven Internet marketing techniques and differentiate their businesses

According to the US Census Bureau, each day 2,356 Americans go into business for themselves, and these small businesses now account for a whopping 78% of all US companies. Levin notes that the vast majority of these firms don't have a strategic marketing plan to keep them on

Those who fail failed to plan... Even Fortune 500 companies have been launched from a simple sketch on a cocktail napkin. It's the sheer clarity of a pocket-sized plan that makes it easy to follow and get results. Seat-of-the-pants marketing may work in the short term, but especially in an uncertain economy, an organized written plan is crucial. As we're often told, nobody plans to fail, for more detail www.pdf-stampers.com they just fail to plan. It's clear to most internet users that anyone can profits from their own E-book. Think of how many offers on the web you have seen selling them on any topic for \$10, \$50, \$100, even \$200? By providing a free E-book to your audience you can profit in so many ways residually. You have nothing to loose by offering a free E-book and so much to gain.

Levin wrote the Cocktail Napkin Marketing Plan e-book to give entrepreneurs access to a cost-effective, customized plan - one they can create themselves on the plane during their next. A professional speaker and author of "No More Cold Calling" says, "Robyn Levin's e-book, Cocktail Napkin Marketing Plan" is like marketing magic. In less than two hours, I created my Marketing Plan with specific quarterly goals that were simple, straightforward, and achievable."

A serial entrepreneur and marketing expert, Levin condensed her business successes and experience building clients' companies into this marketing business plan template. "It's designed to help overwhelmed business owners raise capital, expand into new markets, discover proven Internet marketing techniques and differentiate their businesses," says Levin. On the contrary, for more detail www.easy-pdf-toolkit.com many so-called gurus launch an E-book marketing campaign using an introductory price then increase the price after few days. These marketers state clearly in their advertisements when the price will raise and what the new price will be. This policy is designed to produce many sales in a short time. These marketers know that even after they increase the price, their products will continue to sell.

www.make-your-ebook-sell.com