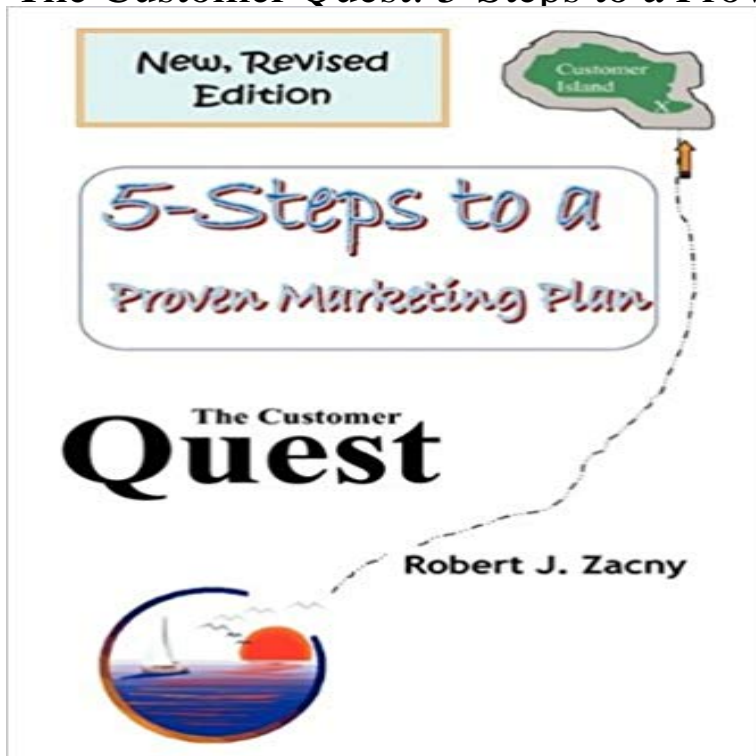


The Customer Quest: 5-Steps to a Proven Marketing Plan



Every intelligent business owner is well aware that the Quest for Customers is a life-long adventure. Customers are the life blood of our business. Without our customers, we have no business! So if you are planning on growing your business, you have to bring in more customers. But where do you find them? Well, you find your customers, wherever they are, - in their personal comfort zones. Where they live, work, shop, play, and pray. And to win them over, the small business owner must go to their customer comfort zones, and be visible, - constantly. You can do this inexpensively and effectively, by developing your MAP, your Marketing Action Plan - and then acting on it. Each small business takes on a bit of the personality of the business owner. By creating Marketing Mind-Maps about the What-Who-Where aspects of your business, your MAP, your Visibility Plan, will soon emerge. You will learn, How to Grow Your Business with Dimes not Dollars, using Marketing Mind-Maps. The means to make it all happen - including your personal workbook - is all contained inside this personal copy of The Customer Quest.

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