



The One Week Marketing Plan: The Set It & Forget It Approach for Quickly Growing Your Business

Mark Satterfield

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We're told marketing is hard. That it requires months of analysis, weeks of brainstorming, and years of consistent implementation. To succeed in marketing, you need the fortitude of General Patton, the genius of Don Draper, and the cash reserves of Warren Buffet. WRONG.

One week. That's all it takes for most small and medium-sized businesses to dramatically improve their marketing. And let's face it, most business owners do very little marketing, and what they do is not particularly effective.

Business owners often don't know how to best market their company, or are too busy working to make time to promote it. What they don't realize is that effective marketing doesn't have to be complicated or time-consuming.

Mark Satterfield's *The One-Week Marketing Plan* lays out a step-by-step system entrepreneurs can put in place in just five business days. This "set it and forget it" strategy works all day, every day to bring in new business. Tailored to each company's niche market, this innovative plan can generate a consistent stream of customers for an out-of-pocket expense of as little as \$300.

Satterfield, founder and CEO of Gentle Rain Marketing, Inc., has more than two decades of experience helping clients in more than 75 niche industries grow their businesses without cold calling or hard selling. Now, in *The One-Week Marketing Plan*, his strategies and wisdom are accessible and realistic for entrepreneurs, self-employed professionals, and business owners looking to move in a new direction.

One week. That's all it takes. So let's get started.

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