

# Marketing POLISH

The Simple and Easy Way for Business Owners and  
CEO's to Quickly Increase their Company's Resale  
Value and Revenues

Applying Marketing Polish to a company can return more money per hour than any other activity that the owner or CEO of a business can engage in. By spending a few hours a week, companies can double or triple their revenues, improve their margins, obtain better customers or clients and see their valuations skyrocket.

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The Simple and Easy Way for Business Owners and CEO's to Quickly Increase their Company's Resale Value and Revenues

There is no other activity that a CEO or business owner can do that makes more impact to a company's value or revenues than marketing...yet most companies struggle with this facet of their business.

Most business owners have horror stories about high-pressure sales guys selling ad space or some internet promotion only to see their dollars evaporate with little or no results. Or they remember print jobs that took too long, cost too much and that were never quite right.

Many owners will have a strong belief that investing anything in marketing is just a waste of time and money.

We know why. It is very likely that they made most of the sales calls, they made up the business cards, they helped make the product brochures (if they even have them) and they landed the biggest and best customers. And, it is likely that most marketing or advertising sales guys they have met have just wasted their time and money and delivered very little in the way of usable advice.

Typically the owner or CEO believes they are the single most important factor to the growth of your business---not some marketing guy. We agree---at least in the beginning stages of a business.

But as a business matures---just as great packaging sells more product and instills confidence in consumers, so does "polish" sell the business and draw in more customers. We reveal the exact order that you should start to 'clean up' your image, your marketing materials and your marketing campaigns so that new revenues start flowing in more easily, customers buy more and

*Earn \$10,000  
an hour as a  
'polisher'*



Applying the techniques and strategies in this book can easily double revenues for your company. If you spend just 5 hours a week to 'polish' your company and it doubles revenues---you can significantly affect its value.

Besides the obvious benefit of having more cash for operations---increasing revenues can have an even bigger impact on a company's valuation. For example, a company valued at 50% of gross sales that grows from 10 Million to 20 Million, increases the company's resale value by 5 Million dollars.

*That earns you \$10,000  
for EVERY HOUR  
SPENT applying  
Marketing Polish to your  
company.*

## Marketing POLISH



even start referring their friends---and you start **scaring the pants off your competition**---and even getting the attention of those that might want to buy you out.

Marketing Polish is the only book of its kind---made specifically for the CEO or business owner that is pressed for time and that has zero tolerance for 'typical marketing hype'. It is an 'easy to read' book intended solely to provide the shortcuts and tricks to "make more money" from an existing business by leveraging 'doing the right things at the right time'.

The principles, processes and techniques in the book drive up demand---and the higher demand there is for YOUR PRODUCT or YOUR SERVICE or YOUR COMPANY the more options YOU have to make more money from your business.

Marketing Polish works by applying a professional 'wrapper' around your business activities, mostly at the touch points with consumers, vendors and even competitors. Each touch point you 'fix' instills more confidence in others about your company's competence, its value and its desirability---which leads to confidence that you are the best in your area or industry.

You can now decide whether you want to sell more at the same price, make more on each sale, tighten up payment terms, etc. If you double demand---cash is also available to double executive pay!

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