

## Do you ever feel like you're a "best kept secret?"

Does it seem like buyers just don't know how good you are?

And, you would have a lot more knocking on your door  
if buyers only knew about you... right?

If you are a small business owner such as an  
Independent Contractor, Doctor, Dentist, Lawyer, Designer,  
Re-Modeler, Builder, Landscaper, Financial Planner, etc.

I can help you to take the cost and complexity out attracting more business

When the economy slows so can business. When competitors shrink, you can grow. However, you can't keep doing what you've been doing when times were good, right? Now is the time to recalibrate for the new economy. A turnaround is coming and when your competitors are just waking up you'll hit the ground running. However...

### In Any Market Good Intentions Won't Put Bread On Your Table

The fact is that it's just so easy to get caught up in working the business. Who's got time to step back and develop a plan to boost sales and income? As a business owner don't you ever just feel like you wear way too many hats?

My name is Daron Powers. I can help you to

- ✓ Move to the top of your buyer's mind in this market
- ✓ Target compelling information and build buyer confidence
- ✓ Move past common platitudes that lump you with your competition
- ✓ Reach out to your qualified buyers to continually fill your sales pipeline...
- ✓ Provide step-by-step practical guidance and coaching
- ✓ And, do it affordably, within budget and on time

You see over the last 30 years I have contracted to many Fortune 500 companies. I've coached hundreds of independent business owners in scores of industries. Together we have successfully marketed, sold more and delighted customers and maybe I can help you.

Most business people have their plate full. You are developing, working and solving day-to-day challenges

with your products, services, staff and customers. Getting more business through the door is important but isn't always convenient or easy. Did you know that marketing done right pays for itself handsomely?

### If Your Income & Lifestyle Depends on it, Then...

It's a mistake to think that networking, a nice brochure, print or radio ads, video, website or business cards add up to effective marketing. Communication is a complete job in itself. It's a discipline that unfortunately many business people don't have time to truly understand, study or master. Yet think about it, your income and lifestyle depends upon a solid communications strategy doesn't it?

"With each coaching session I was able to see where I was struggling and make corrections in my operation, right the ship during a difficult time, move forward and generate even more business.

The consumer report we wrote and published clearly positions me as professional, honest and quality oriented without the common platitudes used by competitors. I now have a clear competitive advantage in the marketplace."

John Sames  
Graphic Artist/Craftsman,  
Livonia, MI

### Many Simply Copy What Others Are Doing What if They're Copying You?

It's a little known fact that most marketing and advertising methods are dead wrong. Despite expensive copy, the flash, beautiful designs and colors, what is lacking is a relevant foundation to base the communication upon. Without realizing it you can be flushing money down the drain. Speaking of money...

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### What if All You Had to Worry About Is Counting Your Money?

I can help you to develop, rework or refine your communication strategy. Then with a practical marketing plan in place I coach you to develop special reports to build credibility, attention-grabbing copy and advertising for your signage, print ads, brochures or websites. So, all you have to worry about is delivering your superior product or service and counting your money.

"I have observed positive results with the salesmen. There has been an improvement in their appearance and, more importantly, their attitude. We now have a common base of reference for discussing performance and new sales strategies for generating more business. Several of the salesmen have achieved their best results in terms of monthly sales.

Finally, I have come to value you as a sounding board for ideas that I have to change the culture of the organization and move it forward at a faster pace. Your input is valued and has been acted on in many cases. I view you as an agent of positive change in our organization. I value the relationship that we have developed and look forward to a long and mutually beneficial association."

Anthony C. Lewandowski  
President  
Allied Incorporated

### Lower The Cost of Seat of the Pants Selling

If you have in-house or outside salespeople, I can make their job easier by helping you to tell the story in a more structured and complete manner. You can lower the cost of hit and miss selling or what I call, "*seat of the pants selling*." This means your salespeople sell more consistently, with less effort and can produce more income. Best of all you attract more business and do it cost effectively.

As a one-man operation I don't have the overhead of bigger businesses and can pass savings along to you. I work within a network of professionals that cover gamut of services that help to make attracting more business easier, affordable and more profitable.

Recently I took some time off the road from speaking to write a sales & marketing book. While the book is in the real estate area the sales, marketing and customer service principles apply to all businesses. Anyway I'm off the road to now help independent business people like you. So...

### What's Your Goal?

For a limited time I am taking on just a few new projects so feel free to email me today. Let's kick it around. Tell me about your goals, aspirations and what you'd like to accomplish. Within a short time we should both be able to tell if I can help you to grow your business and income.

I am an approachable guy anxious to keep doing good things in the world. Life is too short and that's why I am only looking to work with those with whom I have a good fit.

Send me an email at [Coaching@daronpowers.com](mailto:Coaching@daronpowers.com). Also, if you are looking for a speaker for an upcoming meeting, let me know and I'll contact you promptly.

Here's to your business success.

Daron Powers



A handwritten signature in black ink that reads "Daron Powers".

P.S. Email me directly at [Coaching@daronpowers.com](mailto:Coaching@daronpowers.com).

If you haven't already done so, go to my website at [Daronpowers.com](http://Daronpowers.com) and download the complimentary **4-Point Sales & Marketing Audit**.

The **23-page Audit** gives you a taste of what is possible for your business. The checklists and questions are based on three decades of experience designing, delivering and coaching progressive business people.

Even if we never talk your business will be better for completing the **4-Point Sales & Marketing Audit**.

"For more than twenty-years I've counted on Daron Powers as a key consultant to grow my business.

In the early stages I discovered his remarkable skill in asking the right questions to spur practical ideas and develop a winning game plan.

His coaching and guidance has brought my business goals into reality more quickly. To this day I continue to consult with him on all major projects."

Michael Jeffreys  
President, Seminars on DVD  
Waterford, MI