

DUCT TAPE MARKETING CONSULTANT NETWORK

— STATEMENT OF —

BENEFITS



Why Joining the Duct Tape Marketing Consultant Network Might Be the Best Way to Amplify Your Business

Growing a consulting and coaching business has very unique challenges.

If you're a digital marketing agency, marketing consultant, marketing strategist, or marketing coach, then perhaps you've had one of the following thoughts:



That's precisely why we created the Duct Tape Marketing Consultant Network!

We've built a network that is focused on helping consultants and coaches around the world become extremely profitable doing the work they love.



CORE BENEFITS OF JOINING

As a part of the network you have access to:



Tools and Certification

Why reinvent the wheel when you can leverage a proven system to help you and your clients grow faster? The Duct Tape Marketing system has been installed in thousands of small to mid sized businesses around the world.

As a member of the network you'll gain access to the complete Duct Tape Methodology and System, including hundreds of tools, forms and templates.

In addition, you'll have access to complete online marketing programs that you can use as you see fit with your clients. These pre-built courses contain video lessons, workbooks, action plans and forms that can be used as supplemental training for one-on-one consulting engagements or as the basis for group training engagements.



Get Certified! – As part of your first year membership, you'll be invited to participate in our online training certification program and/ or join John Jantsch and the rest of the Duct Tape Marketing staff for a 3-day certification training. If completed, both options acquire Duct Tape Marketing Certification and learn how to use the Duct Tape System (and included set of tools!) to grow your coaching or consulting practice and create highly profitable consulting deliverables to benefit and grow your clients.

Read the full Certification Agenda [here](#).



Network

As a member of the Duct Tape Marketing Consultant Network, you get the benefits of a team instead of going it alone. By networking with other like-minded business owners, you will have the sounding board wisdom and idea generation that only much larger firms enjoy.

In addition, you can tap the experience and expertise of network members to help you tackle every new client or tool challenge. Members of the network frequently advise one another and often collaborate on projects such as eBook creation.

You'll have an opportunity to work with members of this dynamic group in live, in-person events as well as routine virtual training and mastermind sessions.



Events

Built around the idea that every business owner needs time to work on their business rather than in it, we've pulled together thought leaders in small business, marketing and consulting to help guide your journey.

As a member of the Duct Tape Marketing Consultant Network you'll receive frequent opportunities to learn from the leading minds in online and offline marketing.

Your membership includes total access to our annual summit featuring training from elite marketing professionals such as Michael Port, Sally Hogshead and Brian Clark as well as specific skill practitioners in areas such as SEO, social media and PPC advertising.

In addition, the network hosts unconferences each year. These unscripted events present the perfect opportunity for getting away from your business in order to do your own strategic thinking and planning.



Partners

We know that building a marketing system and then implementing it on behalf of your clients can be a constant struggle.

That's why we've partnered with top service providers to give you access to the people who can help you get the work done. Think copywriters, designers, programmers and SEO experts.

If your client needs a website overhaul (and they all do) there's a good chance we can pair you with a designer or programmer that "gets" the Duct Tape way. Maybe your client has finally bought into the fact that they need to produce more content but doesn't want to write it. There's a good chance you can find journalists in our partner network that would love to tackle that for your client.





“The biggest benefit of being part of the Network is having access to this peer network of other marketing consultants. While we all operate our businesses differently, it allows us to collaborate on testing tools and determining what has value and what doesn’t. There is so much vying for my attention and I find this group helps me make some decisions on those things and saves hours and hours of time for me.”

- Kelly Wepler, [WH & Associates](#)

“My consulting business has been shaped by the principles of Duct Tape Marketing and I’m certain they’ve propelled me to the kind of revenue I would have likely never made on my own. John’s generous teaching, training and equipping gives me the tools to be at the forefront of what’s going on in marketing today. In addition, I can count on my fellow consultants from around the world to give me insights, share resources and answer questions I have about clients or even about making my own consulting practice more effective.”

- Randy Vaughn, [Marketing Twins](#)

“There are so many advantages to joining the network that it’s hard to pick just one. The chief benefit, however, is the return on investment. This year is going to be my biggest year ever, and the network is going to play a big role in making this happen.”

- Phil Singleton, [Kansas City SEO](#)

“The Duct Tape Marketing training workshop provides you with incredible value. You will learn first hand how to provide real value for your clients with a thorough marketing system that is adaptable to all industry categories.

The training and the system are practical, useful and cutting edge. John and his team genuinely care and are there to help you and your business succeed. I highly recommend this program for anyone that is considering it. It will be one the best business decisions you have made.”

- Patrick Whalen, [Extension Marketing](#)

“Duct Tape Marketing provides great tools, templates and resources for navigating today’s marketing demands. Though designed for small business, the Duct Tape Marketing system works for all business. Fundamental to its success is the concept of strategy before tactics, starting with targeting the “ideal” customer and uncovering the core differentiation and benefit that resonates with the market. By using the Duct Tape Marketing System as a foundation, business growth is accelerated.”

- Susan Spaulding, [Recalibrate Strategies](#)

“Being a part of the Duct Tape Marketing Consultant Network isn’t just a part of my business – it IS my business. Building my business around the Duct Tape Marketing brand has given me the edge I need to be different and competitive in an overcrowded landscape of small business marketing ‘consultants. Being associated with the network has opened doors for me that would have otherwise remained closed and has given me the authority and credibility to make people stand up and take notice.”

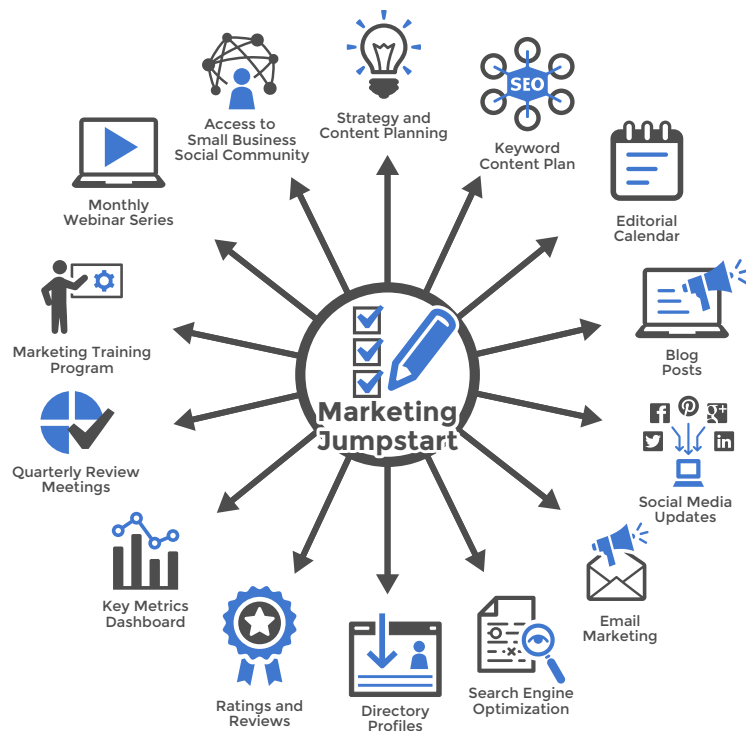
- Kevin Jordan, [Redpoint Marketing Consultants](#)



OUR CORE CONSULTING TOOLS

1) Managed Marketing Services Packages

The managed marketing services packages were created to further instill the Duct Tape Marketing System into the hands of our consulting network. These packages provide an easy system for implementing a “jumpstart,” “catalyst” or “marketing department” for your clients, depending on what their budget and needs are. Each package includes a level of initial research and strategy, tactical implementation partnered with our strategic perks and a level of reporting and metrics.



Jumpstart: The Duct Tape Marketing Essentials Program is designed to quickly get your clients’ more exposure, more traction and ultimately more leads. It’s not meant to be a full-blown marketing plan and set of tactics, it’s what your clients need right now to get the essential elements rolling until you’re ready to tackle even more advanced strategies and tactics.



Catalyst: This Duct Tape Marketing Catalyst Program is designed to help your business get more exposure, more traction and ultimately more leads. The central building block of this program is the creation of a modern marketing website. From this foundational element we will begin to create marketing assets such as content, social media engagement, marketing materials and the necessary functions to attract and convert leads to customers.



Marketing Department: The Marketing Department plan includes the many degrees of a marketing plan and relies on a high degree of customization in terms of both elements and specific tactics. This plan will evolve based on what has been and can be done for each specific client.

2) The Duct Tape Marketing System

The Marketing System is an online training system made up of 10 key marketing modules, tutorials and action plans, constructed in the precise order you'll need to engage your clients to help them create their marketing system.

The System is the work of a lifetime of small business consulting from bestselling author John Jantsch, and it contains hundreds of proven strategies, tactics, tips and tools that are field tested and practical.

The following ten sessions make up the core curriculum of the Duct Tape Marketing System.

During each training session the consultant conducts essential introductions and training on the material, assigns action steps and facilitates discussion. The consultant then provides feedback and guidance in the completion of the steps and also provides support between sessions.

The primary objective of this program is the creation of the research and strategy necessary to easily complete and document a marketing action plan using the Duct Tape Marketing methodology.

- Module 1 - Getting Started
- Module 2 - Strategy
- Module 3 - Hourglass
- Module 4 - Content Framework
- Module 5 - Content Platform
- Module 6 - Online Presence
- Module 7 - Online Optimization
- Module 8 - Marketing Channels
- Module 9 - Keeping Score
- Module 10 - Growth Planning



Each participant receives access to the online portal including video overviews and action steps.

The program can be conducted one-on-one or in groups that meet virtually once every other week for 10 sessions. Each one-hour online meeting includes a 30-45-minute lesson, action step assignment and group discussion.

OUR CORE METHODOLOGY

7 Stages of a Successful Consulting Engagement

We like systems. At Duct Tape Marketing, we think and work in systems. There's something both comforting and efficient about working with familiar patterns.

John Jantsch has based his entire body of work around the idea of a marketing system. In order to install that system however, we've had to build, refine and reflect on a consulting system that allows us to translate the full power of his marketing system into something a client can use.

It's not enough as a consultant to develop a worthwhile methodology; you've also got to develop the technology to make it ultimately useful for each and every client.

So, we're sharing below what we think are somewhat universal stages for any successful consulting system and engagement.

1

Education

A successful consulting engagement lives and dies upon expectations. If you don't view the process of educating a client on your unique approach as part of the engagement, as opposed to part of the selling process, you'll hit snags down the road.



When a prospective client wants to meet to discuss working together, you should treat that meeting as an opportunity to do some valuable work with them rather than simply showcasing how you work.

2

Conversion

Once a client is convinced you can help them, you must contractually spell out exactly how it's going to work. You need them to agree to types of information you need, access to staff time, meetings with stakeholders and precisely what you intend to deliver and when.



3

Discovery

In this stage you are working with the client to discover "what is." In other words, this is the audit phase. For me this includes internal staff interviews, external client and partner interviews, website analysis, content analysis, past and future campaign analysis and analysis of key performance objectives and goals.



It's important to enter this phase with a very open mind. You have no idea what you're going to find but you must be thorough. (Checklists are really important part of the system here.)

4

Research

Now it's time to take what you learn in the Discovery phase and start looking to turn "what is" into "what's possible." You need to dive in and take a broader look at the client's industry at a whole, with special attention given to deconstructing competitors.

This is also the place where we access the internal and external interviews in an effort to better understand a client's culture and community tendencies. You can't succeed if you make recommendations that a client simply won't go through with – no matter how smart those recommendations are.



5

Presentation

This is the big moment. In our world this is the place where we "sell" our recommendations to the client. This may seem like an odd way to describe this phase but it's an important, "don't-pass-go-without" step.

Most of our work is based on the notion that you must develop and commit to a marketing strategy before declaring any set of tactics as appropriate. In this stage you must get buy-in and excitement from the client around strategy recommendations or go back to the drawing board.



6

Implementation

This phase obviously differs for each and every type of engagement. In fact, in some consulting engagements the implementation is actually left to the client.

Either way, a system for proceeding here is important. If you are now going to do the work you've proposed, you should have a series of projects and processes all plugged into a checklist road map. If you're not going to do the work you've proposed, your recommendations should contain a road map for the client.



7

Review

This step can be the missing link for many consultants and service providers. No matter how your consulting engagement is designed, you should insist upon some sort of review process to access results. You should actually write this step into the contract for a specified time in the future.

Only a couple things can happen in a results review, and both are positive:

- a. You can discover your client got amazing, tangible, documentable results and wants to know how to refer you to others, or
- b. You can find things just kind of stalled, and they need you to help get them back on track

Viewing every aspect of your work through the lens of a system makes you more efficient, more prepared to deliver consistent value to your clients and more effective when it comes to creative problem solving.



OUR CORE POINT OF VIEW

One of the most effective ways to create impact in business is through a clearly defined point of view.

For Duct Tape Marketing that point of view is this: Marketing is a system.

This mindset clearly helps separate coaches and consultants steeped in this point of view from the “tactic of the week” mentality so common in marketing today.

7 Steps to Marketing Success

While this may be hard for some business owners to come to grips with – leaning instead towards the “marketing is a strange form of creative voodoo” thinking – marketing is not only a system, but it may be the most important system in any business.

To understand how to approach marketing for your business, it may be helpful to understand our definition of marketing: *Marketing is getting someone that has a need to know, like and trust you.*

Now you can argue about what like or trust looks like in your industry, but now more than ever, this definition gets at the heart of the game you’re in.

Below you will find the seven core steps that make up the simple, effective and affordable approach to systematic marketing that we’ve developed after working with small businesses for more than 20 years.

1

Develop strategy before tactics.

Most business owners take the “idea of the week” tactical approach when a good marketing strategy is the most important aspect of any successful marketing implementation.

Before you decide on tactics like direct mail or a Facebook page, you must adopt and commit to a marketing strategy. All tactical decisions should be filtered through your strategy to see if they make sense or support the overall marketing strategy.



The concept of a marketing strategy may seem foreign or out of reach, but it’s really little more than determining and narrowly defining your ideal client, and then creating and communicating some key point of differentiation.

The challenge in this comes when business owners realize it means they can’t be all things to all people, and that saying they offer good service isn’t a differentiator, it’s an expectation.

2

Embrace The Marketing Hourglass.™

Maybe you're familiar with the marketing funnel concept – get as many prospects in the top of the funnel and choke a few through the small end.

The Marketing Hourglass suggests that there is a logical path that each prospect should be led along that starts with the large end of a funnel, but as in an hourglass shape, goes to work turning new customers into an expanding base of advocates and referral partners.

This approach starts and ends with a significant focus on the customer experience, and it requires special attention to the creation of systems and processes that move prospects logically along the hourglass path: know, like, trust, try, buy, repeat and refer.



3

Adopt the publishing model.

Marketers today must commit to producing content much like a publisher might. Prospects expect to search and find large amounts of useful information on any subject or challenge.

Consistent production of content that builds awareness and trust (such a client success stories and testimonials) and content that educates (such as blog posts, e-books and online seminars) is a major component of the new marketing system.

4

Create a total web presence.

It's simply not enough to have a website and think you're really participating online. The majority of purchase decisions made today involve some amount of research online. Today's business must be easily found online, easily engaged online and easily communicated with online. This requires a major focus on SEO and social media participation.

Of course, this also means integrating your online presence and activity into every offline business function.

5

Orchestrate the lead generation trio.

With a fully functioning lead generation system in place, a large portion of your leads can originate as referrals. By building out your system with the addition of advertising and public relations, you can amplify your efforts in each.

When a prospect comes into contact with your advertising message, reads about your new product in a trade journal, and then gets invited to your educational workshop by their accountant, they've practically sold themselves.

6

Drive a lead conversion system.

Most small businesses view marketing as an exercise in lead generation only when the true measure of success is lead conversion.

The same systematic approach that created a lead must be in place when a prospect wants to learn more. Simply having a well thought out path that every new lead walks, a way to nurture and educate leads, and a proven process for orienting new clients can dramatically and positively influence the bottom line conversion results an organization experiences.

7

Live by the marketing calendar.

The scarcest resource in any business is time. There is always more to do than possibly can be done. Some people deal with this kind of overwhelm by simply shutting down and doing very little.

Marketing momentum requires consistent work over the long term, and this is best handled by the creation of a marketing calendar. The annual marketing calendar is a great planning device for campaigns and product launches, but it's also a great tool to schedule out the many projects that you know must be done in time.



By creating monthly projects and themes, weekly action steps, and daily marketing appointments, you keep the focus on marketing heightened and the building of your marketing system in full production.

So, what would happen if you started to view your marketing as the system described above?

Want to dive deeper into a few of our core concepts? Here are some of our most popular blog posts on key Duct Tape Marketing principles.

Ideal client - <http://www.ducttapemarketing.com/blog/highly-profitable-clients/>

Core message - <http://www.ducttapemarketing.com/blog/create-your-core-difference/>

Marketing Hourglass - <http://www.ducttapemarketing.com/blog/organizing-behavior/>

Content plan - <http://www.ducttapemarketing.com/blog/total-content-plan/>

Social media plan - <http://www.ducttapemarketing.com/blog/social-media-plan/>

A LITTLE BIT OF HISTORY

The Duct Tape Marketing Consultant Network was formed in 2007 by John Jantsch.

After creating the Duct Tape Marketing System and successfully installing that system in small businesses across the country, John began to receive inquiries from independent marketing consultants who wondered if they could license the Duct Tape Methodology and Toolset.

It was always John's vision to bring the relief of a fully-functioning marketing system to as many small business owners as possible, so replicating his approach seemed like a tremendous way to achieve that overarching vision.

In the fall of 2007 a group of 10 eager business owners joined him in a hotel conference room in Kansas City, Mo., to learn how to apply the Duct Tape Marketing principles. Since then the Duct Tape brand, methodology and set of tools has grown to the point where tens of thousands of small and mid-size businesses have experienced the benefits of installing a marketing system. At the end of 2014, we had 75+ Duct Tape Marketing Consultants on our team. The plan for 2015 is to keep growing this network with the goal of doubling in size.

The future of this type of coaching and consulting is very bright as business owners continue to seek counsel from advisors who have experience, training, knowledge and, perhaps most importantly, the tools to help them grow and prosper.



John Jantsch



FAQs

You've got questions; we've got a few answers. Here is a list of the most frequently asked questions and perhaps one or two you didn't think to ask.

1

What is Duct Tape Marketing?

Well, that depends on whom you ask. For some it's a book, blog or podcast. For others, it's a methodology that taps the power of a systematic approach to marketing. And still for some, it's a network of skilled, independent marketing professionals certified to install the Duct Tape Marketing System. Ultimately, however, it's one of the world's most trusted small business marketing brands.

2

What is the Duct Tape Marketing Consultant Network?

After creating the Duct Tape Marketing System and sharing it both with clients and the world online, we started to receive requests from marketing consultants everywhere. This interest in using the Duct Tape Marketing methodology and toolset led to the creation of a network of certified and trained consultants and coaches called the Duct Tape Marketing Consultant Network. Consultants become certified in the use of the Duct Tape Marketing System, gain access to a rich set of tools and participate in training, sharing and collaborating with a group of like-minded consultants and coaches.

3

Who makes a good Duct Tape Consultant Network member?

Our network is currently made up of marketing consultants, digital agencies, marketing strategists and marketing coaches. The level of experience and background in each of these fields varies greatly but one thing seems certain – they are people who believe in continued learning, networking, helping small business and collaborating with other coaches and consultants.

4

What are the benefits of becoming a member of the network?

Many consultants in the network tell us that they are very attracted to the tools, programs, documented processes and marketing support that they receive, but every one of them states that the benefit they enjoy the most is access to a network of like-minded individuals all interested in helping small business owners and learning how to grow personally and professionally.

Through membership, our consultants have access to hundreds of years of marketing experience that spans almost every industry imaginable and a real spirit of sharing.

In addition to a complete online portal of marketing consulting tools, set programs you can enroll your clients in, marketing materials to co-brand, and world-class events, we've developed managed marketing packages (and marketing materials to market them) that allow you to focus on strategy for your clients and use our partners, and tools to easily implement the accompanying tactics.

5

What do the managed marketing packages include?

Do you ever get the feeling that you can't get it all done in your coaching and consulting practice – or even in an agency with a small staff? The only thing we can't get back is time. That's why as business owners it's essential that we spend every minute we can serving clients, closing deals and generating leads.

That's the high payoff work, but what about all those things that get in the way of the profitable work?

That is where the managed marketing packages come in. Our current members are using the packages to create incredibly profitable client engagements because we've done the hard part.

We've found partners that can write the content, create the websites, post to social media, build SEO workflow and even gather referrals – and we've perfected the process for getting it all done.

All our member consultants do now is find and manage the engagements and operate the processes we've put in place.

6

Can I retain my current brand?

Absolutely! We believe the Duct Tape Marketing brand will enhance your brand and add a level of trust that comes from being associated with something larger than your current brand, but in the end the client makes the decision to work with you based on how they connect with your brand. The Duct Tape brand just adds substantial support to what you've already built or are building.

7

Is this a franchise opportunity?

Absolutely not! Your fees are for training, professional development and events only. We do not dictate what you sell or how you sell it and do not participate in any revenue sharing or ongoing fees related to your work.

8

What kind of marketing support do I receive?

Our consultants enjoy the use of marketing materials and content to help them promote their business, and your business will be listed in the Duct Tape Marketing Consultant Directory. While the Duct Tape brand does not guarantee to generate leads on behalf of individual consultants, we promote the consultant network heavily in online and in-person events, organically generating leads for consultants in the network.

9

What kind of training do I receive?

We believe that our training and support are unparalleled. Our consultants receive immediate support, learning our processes and starting or transitioning their business the day they join our ranks. Each consultant will have the opportunity to train online and/ or attend a three-day Certification Training. Consultants also join our twice-monthly online training sessions.

Our online training guides you through a series of informational lessons about Duct Tape Marketing's unique system, and then will allow you to get hands-on in developing a marketing system for a client. Touch-points will be submitted throughout your training and will culminate into a final project for submission and final certification.

Our three-day Certification Training is a real immersion in our system and tools. Day 1 is about using the Duct Tape Marketing system, Day 2 is focused on building your practice and Day 3 is spent working on your specific practice. Consultants will have the option to attend any of these trainings offered three times per year.

The ongoing virtual training is made up of sessions determined to help you grow your practice, add value to your client engagements and expose you to world-class thought leaders, as well as the latest and greatest new tools.

10

What are the keys to my success as a marketing consultant?

They are the same keys to success in any business – keep learning and getting better at what you do, get out from behind the computer, network and build your reputation, deliver remarkable results for your clients and let those happy clients become your lead generation engine.

Speaking to groups of prospective clients is a key for our consultants, so possessing a desire to stand up and educate in front of groups of small business owners is an essential element as well.

11

Am I limited to a specific geographic territory?

Currently the need for what we offer is so immense we have no plans to limit consultants by geography nor plans to flood the market with any consultant willing to pay our fee. Our total focus is on building a network of consultants that view helping small business owners as a noble calling and possess the ability and drive to produce results for their clients that are consistent with the Duct Tape brand.

Because consultants and coaches today are able to deliver their services virtually and online, there is no need to limit where they work. While some prospective consultants wonder if a competitive consultant in their community would present a challenge, our existing consultants in this situation have discovered just the opposite – having another member or two of the Duct Tape Consultant Network in their town actually makes it easier to spread the word and share resources.

12 Does the Duct Tape Marketing Consultant Network have an international presence?

We are expanding internationally on a regular basis! We currently have certified consultants around the globe in 14 different countries including the U.K., Australia, Bahrain, New Zealand, Vietnam, Singapore, Switzerland, Argentina, Costa Rica, Mexico, Guatemala, South Africa, Canada and the U.S.

13 Are there on-going fees and royalties?

All members of the network remain completely independent and, while we are here for support in any engagement that makes sense, we do not collect royalties or participate in members' business decisions in any way.

14 How does this compare to the Hubspot reseller program?

Duct Tape Marketing and Hubspot are actually quite well aligned and both programs supplement the other. In fact, we have a number of Hubspot resellers that are also members of the Duct Tape Marketing Network and they tell us it's a great combination.

15 Can I contact some existing Duct Tape Consultants?

You are certainly free to contact any consultant in our directory. However, while member consultants are enthusiastic supporters of the network, they are independent business owners building and running their businesses, so take that into consideration when you contact them.

PRICING OPTIONS

Click here for current investment options and link to the FAQ page:
<http://ducttapemarketingconsultant.com/faqs/>

YOUR NEXT STEPS

If you have not yet attended one of our live Discovery Sessions, this is a must. In these sessions we are able to go into great detail about the benefits of the network and show you examples of the actual tools you gain access to. There's really no way to understand the depth and breadth of membership without this step. ([Sign up for the next Discovery Session here](#))

Once you have attended a Discovery Session you will be presented with a form that allows you to tell us more about yourself. From this step, we will invite you to learn more about us and schedule a time to meet one-on-one with John Jantsch or a member of the team for a tour of our products, processes and programs.

If together we determine this a great fit, you'll be invited to join our next Certification Training and become a full-fledged member of the Network!