

## Learn How to Build a Booming Business in a Busted Economy

(EASTERN CANADA) January 6, 2009 – It's not news to anyone that we're in the midst of an economic recession, but as a business owner, what are you doing to ensure you can ride out the storm? While there is more security in being self employed than being at the mercy of an employer brandishing "pink slips", there's work to be done if you want to succeed in this economic downturn.

It is possible to bring your business to the next level in 2009. All you need is a marketing system that will deliver consistent results in good times and in bad.

John Jantsch, founder of [Duct Tape Marketing](#), will be hosting a free one hour webinar Thursday, January 8 at 12PM CST (1PM EST/2PM AST) titled "[The Secrets to Building a Booming Business in a Busted Economy](#)".

Attendees on this call will pick up many [marketing tips](#) including how to focus on your ideal customer, find your unique value proposition, educate rather than sell, be found instead of hunt, and how to harness the power of the Internet.

Those who join this live event will also be among the first to hear Jantsch introduce one of the most innovative small business coaching programs available anywhere – the [Duct Tape Marketing EXCEerator](#). This one year coaching program, built upon Duct Tape Marketing principles, pairs registrants with their own certified Duct Tape Marketing Coach and provides elite access to the new Duct Tape University.

[Nancy Beth Guptill](#) is one of the authorized Duct Tape Marketing Coaches who will be on the call Thursday. Guptill's business, Sweet Spot Marketing, has the unique distinction of being the only Canadian marketing practice east of Ontario with an authorized DTM Coach on staff.

Guptill says, "If you have a chance to listen to John Jantsch talk, you should definitely do it. The principles that this program is built upon will help you finally take the marketing action you know you need to take to make a real change in your business."

To learn more, or to sign up for this free live event, visit <http://vantagebizservices.com/blog>.

### About Nancy Beth Guptill

Nancy Beth Guptill is a true entrepreneur. She started her first business at an age when her friends were more concerned about sneaking into clubs on the weekends, and has been in control of her own employ ever since with no signs of slowing down.

This small business expert is the owner of two privately held Atlantic Canadian businesses; [Vantage BizServices](#) where she provides "just-in-time" training for entrepreneurs and corporations, and Sweet Spot Marketing where she acts as a complete marketing department for her clients.

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