



FOR IMMEDIATE RELEASE

Summerside Entrepreneur Selected as Authorized Area Coach for Globally Recognized Marketing System

Summary: Summerside's own Nancy Beth Guptill has been selected to participate in the competitive Duct Tape Marketing Authorized Coach program and is ready to share her skills with Prince Edward Island entrepreneurs through [a Summer Marketing School](#).

(SUMMERSIDE, PE) June 10, 2009 – Nancy Beth Guptill, owner of [Sweet Spot Marketing](#) in Summerside Prince Edward Island, has been selected to participate in the high-profile Duct Tape Marketing Authorized Coach program.

Duct Tape Marketing was founded by award-winning small business expert, John Jantsch. About selecting Guptill into the Authorized Coach program, Jantsch says, "The selection process was quite involved. To ensure the program's success, I limited the scope of the initial offering to business owners who excel in their particular industries but also want to expand their own marketing efforts and share their newfound expertise with others."

"To say I'm honored to be chosen as a licensee is an understatement," says Guptill. "I realize that the competition for these spots is fierce, so I'm thrilled to be an Authorized Duct Tape Marketing coach. I'm ready to implement the tactics I'm learning and take my business to the next level while helping other entrepreneurs."

Guptill receives exclusive rights to implement the Duct Tape Marketing small business marketing system and distribute the Duct Tape Marketing family of small business marketing products in Atlantic Canada.

This summer, Guptill is offering a Marketing Summer School course called the Sweet Spot Marketing Igniter. A maximum of only six participants will be admitted to the program. The small business owners who register will learn how to define their ideal target market, create their core marketing message, package their company's image and most importantly how to differentiate and dominate their niche market.

If you're a business owner on Prince Edward Island who would like to learn to avoid at least ten of the most common marketing mistakes that cause businesses to fail, Guptill's summer marketing school is for you.

To learn more or to register for the Sweet Spot Marketing Igniter, visit <http://www.sweetspotmarketing.ca> or call Nancy Beth Guptill at 902-724-3330

About Sweet Spot Marketing

Sweet Spot Marketing is the first Marketing Firm in Atlantic Canada to offer an integrated, systematic approach to building and installing commercialization and marketing programs that produce results. We guide, coach, consult and hold our clients accountable for their marketing and business success. Visit www.sweetspotmarketing.ca to learn what a strategic marketing program can do for any small business including yours.

About Duct Tape Marketing

Duct Tape Marketing is a unique turnkey small business marketing system created by award-winning small business marketing expert and author John Jantsch. Visit the Duct Tape Marketing Blog, a *Forbes* favorite for small business, at <http://www.ducttapemarketing.com/>

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