

# Marketing Manifesto For Entrepreneurs

Double Your Sales Regardless Of The Market By Changing  
The Way You Approach Marketing

Todd Bates Systems  
Todd Bates

## Marketing Manifesto Training Call

Hey everyone, it's Todd Bates out here in Denver, Colorado. I want to welcome you to what I call my Marketing Manifesto training call. This is just a few ideas, a few thoughts, a few mistakes, a few suggestions, a few comments on how to get yourself to the next level if you're a small business owner, salesperson out there.

We're all salespeople in some fashion but over the last 20 years, I've helped over 15,000 small business owners, salespeople, and marketers online and offline get their phone to ring more with better and higher quality marketing tools, systems, and ideas and help them also to get better conversion.

I've run across a lot of small business owners and salespeople that are just making some common mistakes. Every once in awhile, I like to get down my thoughts on these common mistakes, make a few suggestions, and just get my folks out there thinking a little bit more about how to get themselves to the next level.

Before I get going on the Marketing Manifesto, let me remind you about who I am. For those of you who don't know me, my name is Todd Bates. I reside in Denver, Colorado. Basically, I'm a marketing coach, a trainer, a speaker. I do a couple hundred events a year at seminars and boot camps. I own 47 different businesses, all that basically deal with getting your phone to ring more and getting better conversions.

Like I mentioned before, over the last 20 years of being in this crazy business, I have personally worked with about 15,000 small business owners, salespeople, and entrepreneurs and I have learned quite a few things. Plus, in my own business, I have a multi-seven-figure-a-year income, primarily because I've screwed up more than anybody else that I know.

I'm going to share with you a few of those thoughts today. I've divided this training call into seven different categories or thought processes that I wanted to share. I don't know if you'd call them mistakes, but just insights that I've learned seven big insights. Let's call it that. It sounds a little more positive than the seven biggest mistakes.

These are all misunderstandings, lies that entrepreneurs and small business owners are telling themselves on a regular basis that prohibit them from getting to the next level. Let's start out with number one.

Here is a big one. I'm just going to be blunt like I usually am. I'm not trying to make anybody out there listening to this training call mad but the first mistake, lie, or misunderstanding that a lot of my clients come to me with is that they aren't getting themselves to the next level, primarily because they rely upon themselves.

In fact, I had a conversation with one of my clients the other day. I said, "Who do you think your biggest problem is in your business?" Obviously, it was a setup question. I was looking for him

to say, “Look Todd, I am the biggest problem in my business,” but he sat there and thought, and thought, and thought.

He never came around to giving me the answer but let me remind all of you listening on today’s training call that the biggest problem in your business is you. If you rely upon yourself, you’ll never get to the next level. That’s what most small business owners, entrepreneurial salespeople do and they never get to the next level.

Most of my clients suffer from what I call EID, and you want to write this down because it’s very, very serious. EID stands for entrepreneurial idiot disease. Obviously, I’m being a little facetious here and I don’t need you to write it down but here’s the point. Entrepreneurs are for the most part idiots.

We, you, me, and everybody else on this training call, don’t stay focused very well. We’re not persistent like we should be. We’re not consistent like we should be. We don’t follow through like we should. Most of us have a zillion ideas on how to do something and we don’t implement anything.

I invented this disease years ago to deal with this because a lot of my clients suffer from it. EID, entrepreneurial idiot disease means you rely upon yourself. I’m telling you right off the bat, do not rely upon yourself.

Here’s a quick story about what I’m talking about. I don’t know if we have any doctors on the call today or listening in but doctors are very interesting people. I’ve had a lot of doctors as clients over the years that wanted me to market their practice and get them more clients in whatever type of doctor they were.

I don’t know how to say this nicely but doctors are very, very good at being a doctor but they’re very, very bad at being a small business owner. Most of them are not very good in terms of time management or money management, or anything like that. They are not very good with running of the business but they’re very good at being the doctor.

Here’s the thing about doctors that other small business owners and entrepreneurs never get. All doctors have a great, great, great responsible, loyal, honest, hardworking head nurse or head receptionist, or whatever you want to call it. I’m always asking my clients, “Are you the doctor or are you the head nurse?”

Doctors don’t rely upon themselves because they know they’re unreliable. Some small business owners and salespeople that I run into actually think they are going to get themselves to the next level. In fact, some of you listening on the training call today have been trying for years, and years, and years in relying upon themselves to get themselves to the next level and it never happens.

Mistake number one, misunderstanding number one, or comment number one for you I have today is do not rely upon yourself. In order to get through this particular fear – that’s what I call

it. It's a fear that a lot of my clients have. In order to get through this, you have to own up to the fear.

Entrepreneurial small business owners have usually the fear of going broke, the fear of working too much, the fear of something falling through the cracks, or the fear of screwing something up. In fact, I asked one of my clients the other day, "Why don't you just delegate that particular task to somebody else?"

My client said, "Look Todd. I would love to, but what happens if they screw it up? I've had assistants before and they screwed it up." I said, "Great, but who has to do all of this?" It was a bunch of tasks that literally anybody could do, ten, 12, 15 dollar an hour tasks. I said, "Why don't you delegate it?"

This particular client was saying, "I'm afraid of it falling through the cracks. What if they screw it up?" and they never get around to delegating, which means the entrepreneur, my client, the small business owner never gets these things off their plate. They rely upon themselves 100% of the time because they're not managing their fear.

Let me ask you real quick. What is your big fear? Is it the fear of going broke? Is it the fear of working too much? Is it the fear of success? Some of my clients come to me and they have a great amount of fear of success, so they never really go for it. They just rely upon themselves to do everything.

They always tell me, "Todd, I'm very busy. I have this deal and that deal going on." At the end of the day, guess what happens? They never get to the next level, primarily because it's just them. They have a one-man, one-woman operation because they haven't gotten over their big fear.

Before I go onto mistake number two, comment number two – observation number two I should say – I want to tell you this. I want you to write this down, remember this, or circle this thing 15 times. Here it is. The farther I get you out of your business the more money you're going to make.

When you're in your business, you basically have a JOB. You're an entrepreneur just like I am, a small business owner, which means eventually you're going to screw it up, so do not rely upon yourself.

Now, mistake number two, observation number two is that most small business owners, salespeople that I run into out there have no marketing message. They want to get their business to the next level, they want more leads, they want more inquiries, they want more sales, they want more whatever it is, whether you're selling a product or a service.

But when I ask them, "Why should somebody pick you, pick your product, or pick your service?" they never give me a great answer, which means they don't have a marketing message. A marketing message will tell me in five or ten seconds, or one or two sentences why someone should pick you.

Let me just ask you, and I know we're not at a live seminar or a boot camp right now and you can't physically say this back to me but I want you to think about this in your head. Why should somebody pick you?

Before you answer that, do not tell me that you're honest, loyal, trustworthy, you have experience, you know your product or service better than anybody else, you've been at this for 17 and a half years, you've helped four thousand people buy your product or service before, you've been in the area a long time, you've won this award or that award, you have this sort of classification, or whatever it is.

Don't tell me any of that stuff. Guess what? Because then you sound like everybody else in your particular industry. I don't care if you're selling carpet, real estate, cars, you're a CPA, an engineer, an attorney, a doctor, or you have some sort of other service that you provide, it's always the same.

I ask people at my seminars. I get a hundred small business owners at a small boot camp or something and I'll ask them, "Hey, why should somebody pick you?" and those are the answers that I get back. That's not a marketing message. That's all about you, and you know this as well as I do.

People don't care about you. They don't care about you. There are only 200 people in the world that really love and care about you, and they already know you and love and care about you, so I'm not worried about those people. I don't get paid to get more of those people. You already have those people.

I get paid to get you new people, new leads, new inquiries, new business, new prospects so why should somebody pick you? It's how you save people time and money. I call this the whiteout test. Follow along with me. I want you to picture this.

Any time I get a new client, they say, "Okay Todd, I want you to be my marketing coach. I want you to improve this or that. I need more product or service sales," or whatever it is. The first thing I have them do is send me all of their current marketing materials. "Okay, great, Mr. New Client. Send me your business card, your postcards, your brochures, your Web sites, your ads, your letters," whatever it is.

"Send them all over to me." They do. I get these big FedEx packages of "marketing materials" that my clients are using. Then I tell my assistant, "Okay assistant, I want you to lay out all of this stuff on my desk. I want you to take a big pile of whiteout, a big bottle of whiteout. I want you to white out this person's name. I don't know where this is coming from. I don't know who the client is but before I start looking at all this stuff, I want you to white out everything with this person's name on it. I don't want to know who this is from and which client this is."

She does that. Inevitably, most of my new clients fail the whiteout test. Here's how you fail the whiteout test. If I can substitute your name or anybody else's name on your postcard, on your

Web site, on your letter, on your brochure, on your business card, if I could put anybody else's name in place of your name, then it fails the whiteout test.

Guess why. Basically what I'm saying is you're telling the same things as everybody else is telling me. You look and act exactly the same as other people in your industry, other salespeople, other small business owners, other service providers that do what you do. You're telling me the same thing so you fail the whiteout test.

That means you don't have a unique marketing message. You're not telling me specifically what's in it for me. In most cases, most of my clients are so worried about their image that they've never worried about their message, their headline, or their offer.

That's the reason they don't get any hits on their Web site. They don't get any responses to their postcards. They're doing and acting the same as everybody else. My observation number two in this Marketing Manifesto training call is that you better have a great marketing message in order to get yourself to the next level.

Observation number three is many of my clients when they come to me are focused on the wrong activity. Look, your goal here is to get more business. Always get more business, make more sales, and sell more products or services. That's the goal. That's why we're all in business. It's not complex.

I ask people at seminars, and it could be in front of any person, car salesman, real estate agent, mortgage broker – anybody that sells anything. I get them all at my seminars. Then I'll say, "Hey crowd, audience, what is your job? What do you get paid to do?" Here's an example. I was in front of a real estate group about two weeks ago, a bunch of real estate agents.

I said, "Okay Mr. and Mrs. Real Estate Agent, what do you get paid to do?" I went around the room and got some comments but all the comments were basically the same, "Todd, I get paid to help people buy a home or help people sell a home," or, "I get paid to sell homes."

I said, "No, no, no, stop right there. You don't get paid to sell a home. What sells the home?" They all look like deer in headlights at me. I said, "What sells a home?" They all still had no idea what I was talking about. I said, "Look, the price sells the home, the condition of the property sells the home. You don't sell the home. You're not going to talk somebody into spending six hundred grand on a home that's worth four hundred grand."

It's not complex; it's the condition and price of the home. Just like anything else, the condition and price of whatever service or product you sell, that's what sells whatever it is. You're not in the job of selling. You're in the job of marketing. Your job everyday is to market yourself, market your business, market your product, market your service.

Your job is not to sell whatever you do. I can get anybody to be the guy that fixes the car, that paints the car, that sells the home, that holds the open house, that finds me a mortgage, to be the doctor, to be the attorney. Do you know how many doctors, attorneys, small business owners, CPAs, engineers there are out there? I can get anybody for the most part to do that stuff.

The skill is not in doing. It's in getting other people to want to do it. In other words, back to the real estate example, your job is not to go out and sell homes. Your job is to go find more people to sell homes to, or more people to list their home with you. It's a marketing job.

Thus, this observation number three is most of my small business owner, entrepreneurial salespeople clients, they're actually focused on the wrong activity. They're not focused on money-making activities. They're focused on the actual doing of whatever it is.

Remember I told you five minutes ago, the farther I get you out of your business, the more money you're going to make. I don't need you to be the painter that paints the house, if that's your job. I can get anybody to go paint a house. It's not that complex. I need you to go find more houses to paint. It's a marketing job.

I tell my clients all the time, "You should be doing three hours a day of what I call money-making activity." Money-making activity is where you try to make money. You don't make more money by doing the actual job.

You make more money by marketing of doing the job. Your job is marketing. It's not the actual doing of the activity. I can get anybody to do the activity. Most activities pay around ten, 15, 20 bucks an hour to do anyway.

Observation number three on my Marketing Manifesto training call, big mistake, big problem. You have to have a mind shift here. Here it is. Many of my small business owner clients try to sell. In fact, they come up to me at seminars and say, "Hey Todd, I have the gift of gab. I am great with people. I could sell ice to an Eskimo."

I've heard these kinds of things for the last 20 years. I tell them, "I don't need a salesperson. Salespeople are broke. Salespeople are broke for the most part. They're always in survival mode. They're in commission check to commission check kind of mode. They're two commission checks away from being dead broke. I don't need salespeople. I don't need someone trying to sell me something."

No one likes salespeople anyway. Think about it. I don't know if you've heard the example of this. I have some clients that do this but here's an example. I was in Maui about six weeks ago. I got sucked into a time share sales presentation.

My clients that have had this mind shift change have gotten themselves out of time share salesperson mode. I don't know if anybody out there has been through that but that is a total sales job from beginning to end. The people that are successful at it have turned the tables, have had the mind shift.

They're not trying to sell you something. They're trying to see if you have a match. I don't need closers. I don't need people that memorize scripts. I don't need people that act like cheesy salespeople because again, no one likes a salesperson, no one wants to be sold anything. I don't need people that are good at persuading and convincing. That's so 1972, it's ridiculous.

I need you to be the person that says, “We’re just looking to find if we have a match, if what I’m offering, Mr. Prospect, is what you’re looking for, if who you are, Mr. Prospect, is the kind of person that I want to work with, deal with, and invest money and time with.”

My very, very best clients never sell anything. In fact, they never answer a question. Here’s an interesting conversation I had with somebody a few weeks back. I said, “What is the key to selling?” This particular person at a seminar says, “Todd, I have to memorize the scripts, I have to do this, I have to know my stuff, I have to know my product,” and went on and on and on in typical salesperson mode.

I said, “No, I don’t need a salesperson, I don’t need a closer, I don’t need somebody that will convince me of something, I don’t need that. I get that all day long. Most of those people are broke. What I need you to do, Mr. Person, is never answer a question. Always ask a question.”

People that ask questions will find out that their prospect will basically close themselves or better yet, not close themselves. As you all know, if you’ve been in any business for awhile, 85% of the people that call you, 85% of the prospects that call you are not only a waste of your time, but they’re a total waste of your time.

You’re only dealing with the top 15%. How do you get rid of the other 85%? What I’m saying to you is stop trying to overcome objections, lower barriers, try to close people, convince people, and sell people. I don’t need that. I need people that will just ask questions.

Based on the answers to your questions, you’ll be able to determine who the top 15% are and determine if you have a “match” or not. When you change your mindset, you have a mindset shift from trying to sell from trying to find a match, all your objections, barriers, and delay tactics that all of your prospects give you will go down.

In fact, if you ever hear from anybody, “I’m going to think about it. I haven’t made a decision. I’ll let you know. I’ll call you back,” you are 100% in Joe Schmo salesperson mode, and you screwed it up.

If you hear any of those objections back, you’ve tried to sell somebody. You tried to convince somebody of something. When you try to convince or sell, it doesn’t work. Again, that’s so 1972 it makes me sick. Observation number four is stop trying to sell people.

Observation number five is that I don’t want you to be obsessed with your product or your service. I want you to be obsessed with the market and the target market you’re trying to get more of your product and services to. Here’s what I’m talking about.

I go through this all the time. I say, “Okay, somebody in my audience, why should somebody buy your paint, your carpet, or you’re a dentist and you want more clients. Why should somebody come to you?” Here’s what everyone tells me, “Todd, you don’t understand. I have the best,” and then fill in the blank, “I have the best this, I have the best that. People buy from us

because of this, because of that. We're the best at this, I'm the best at that. I'm different than anybody else because I'm the best."

They go on and on and on, basically about all of the features of their product or their service. I hope those of you listening out there understand what the difference between a feature and a benefit is but the feature of your product or your service is all about whatever it is.

It's a feature of it, certain colors, certain things it's going to do, certain guarantees you have, certain dimensions of the product or the service, or time frames involved. You can think about your product or service and come up with a list of features all day long.

What I'm looking for is the benefit to your particular target audience. What does the feature give your target audience? Here's the problem. Back to my story, when I tell everyone, "Why should somebody pick your product or service?" they say, "We're the best at this or we're the best at that."

They really become obsessed with the product or the service. What I need you to think about doing, and this is an observation and another mind shift I know I'm asking you to make. At the end of the day, no one really cares about your product or service until they know what the benefit is to them.

I don't want you to be obsessed with whatever feature your product or service has. I want you to be obsessed with the target market, with the marketing of it. I'm going to say something here that may offend a few of you but I think you'll get it. There is no clear way to say this nicely so I'm just going to come out and say it.

Most people spend all of their time polishing the turd. That's not good English. It's not proper probably. I've made a few of you mad. When I use the phrase polishing the turd, I think all of you understand what I'm talking about. They spend all of their time, energy, and money working on the product or the service, and none of their time, energy, and money figuring out the target market, being obsessed with the marketing.

I want you to get obsessed with the marketing of your product or service, not the actual product or service itself because no matter how much time you spend polishing you know what, it's still you know what. I know that's a really frank and really to-the-point analogy of what I'm trying to talk about but I hope all of you get that.

Do you spend a lot of time polishing you know what or do you spend a lot of time polishing your marketing and being obsessed with the target market? That's what I really want you to get into. In this Marketing Manifesto, I'm just giving you observations that I've had over the last 20 years, 15,000 individual small business owners, salespeople, and entrepreneurs.

Number six on my list, and I have seven things on my list that I wanted to share on this particular training call. Number six is a big one. It's called being outcome oriented. Many small business owners, small salespeople, real estate agents, people that sell carpet, paint, dentistry, doctors,

attorneys, CPAs – many of those folks are very, very tied to the outcome when it comes to their marketing so I want you to remember this.

I want you to be process oriented, not outcome oriented. I want you to realize up front that 50% of what you do in the world of marketing and sales conversion will absolutely, positively fall flat on its face and fail miserably. Fifty percent of the ads that you write won't work. Fifty percent of the direct mail campaigns you spend all this time, energy, and money trying to create won't work.

The other 50% will and you only need two or three that really, really work to make your business just soar through the roof but you can't be outcome oriented. I was talking to one of my clients the other day. She went on a sales presentation. We had been working on the marketing message, how to approach, and how to separate the features and the benefits.

We were doing a lot of stuff we're talking about on this particular training call. Before she went on the appointment I said, "I don't want you to be outcome oriented at all. I want you to go through the process. I want you to explain your marketing message. I want you to explain the different features versus benefits. I want you to show people how to save them time and money. I want you to ask them nonstop questions. I never want you to answer a question. I want you to be the doctor, not the head nurse."

I went through my whole list of getting her prepared for this presentation. She did. She wasn't outcome oriented and she did great. She got the particular client signed up, which obviously was the goal of the presentation but that's not my point on this particular training call. My point is she wasn't outcome oriented. She was process oriented.

You have to understand that process oriented people are always rich. Outcome oriented people, especially entrepreneurs, especially small business owners and salespeople are always in frustration mode, depression mode, "why me" mode, survival mode. They never get out of that so I'm always reminding them, "Please go back and think about the process. How can you streamline your process better? How can you make it cheaper, faster, better, more unique? How can you differentiate yourself from everybody else?"

What process do you need to take your prospects through? Whether they decide to purchase your product or service or not is irrelevant to me. I could care less because process oriented people are always wealthy. Outcome oriented people are never wealthy because they're always worried about the outcome.

Number seven on my list, I created another theory. I call it perfectionism theory. Here it is. Over the years I have suffered from this tremendously so I created another disease. I probably should call myself the doctor, Dr. Todd because I'm always created diseases that I suffer from and many of my clients suffer from.

This is my perfectionism theory. I only run into two types of people out there in the small business salesperson, entrepreneurial world. There are only two types of people that I run into.

There are what I call jumpers and then there are what I call thinkers. Jumpers and thinkers, those are the only two types of people I ever run into.

In fact, I could get in front of an audience. I don't care if its hundreds of people or ten people. I could ask all of them, "Are you a jumper or are you a thinker?" If everyone was sworn in to tell me the absolute truth, about 15% are jumpers and 85% are thinkers but everyone always tells me, "Oh Todd, I jump. I jump all day long. How can you tell me I'm not a jumper? I have my own small business."

Then I say, "How is your small business doing or how are your sales doing?" Then they say, "I'm in survival/struggle mode," because you're not a jumper. You're a thinker. It's always the 85/15 rule. Fifteen percent are jumpers, 85% are thinkers.

Obviously, I don't need to explain this but I'm going to do this briefly on this particular training call. The definition of a jumper is someone that just jumps. They leap and then they figure out how to make it work. These folks jump into the deep end.

I love people that come up to me at seminars and boot camps and say, "Todd, I'm dead broke." Dead broke? Awesome, I love dead broke people. Or, "Todd, I'm going through a divorce," or, "Todd, someone just died," or, "Todd, I have a disease," or, "Todd, I am in total desperation mode."

Think to yourself for a minute. Why do you think I love people that come up to me and say, "I'm dead broke, survival mode, divorce, death, foreclosure, bankruptcy." Why do I love these types of people? Because those people are getting very, very close to that top 15% of jumpers. They can't think anymore. Because they're so desperate, they have to jump.

"Todd, I'm a single mom." Oh my goodness, I love single moms. Why do I love single moms? Because they have to jump because they're uncommon; their two kids at home rely upon them jumping. Jumpers are always leaping into things. They never worry about figuring it out. They jump into the deep end. They'll figure out how to swim to the side once they're into the deep end.

Thinkers on the other hand are just the opposite. They're always thinking. They're always planning. They're always contemplating. They're always analyzing. Here's a word of caution here. Thinkers are usually very, very smart. They're very smart people.

I told somebody the other day, "I got a 1.7 GPA in college." How do you get a 1.7 GPA in college, everyone listening out there? Right, I'm a complete idiot, a complete moron, but I've never made less than seven figures a year since I was 23, 24 years old. That's a lot of years later, never made less than seven figures a year.

Why? Do you think I'm a jumper or a thinker? I can't be a thinker because I'm a complete moron. Thinkers are always thinking, planning, contemplating, analyzing, looking at things; they're always thinking. It's the complete opposite of doing. They're just always thinking.

Fifteen percent of people that are out there are jumpers. Jumpers are always successful because they're always jumping. Then they'll figure it out. My question for you in this perfectionism theory part of this particular training call, are you a jumper or are you a thinker? I need more jumpers and I need less thinkers.

In fact, write this down. I need you to be dumb enough to be successful. My most successful clients, and by the way, if you're in that category of most successful clients, you're making seven figures a month, not seven figures a year. You're making serious, serious income. Most of those people are street smart but they're not smart smart.

They're dumb enough to be successful. They just jump. They never think. They don't over think, they don't over analyze these. They don't suffer from perfectionism disease. They don't get paralysis by analysis. They just flat out, bottom line jump all the time.

My comment to you number seven, my perfectionism theory, do you suffer from this? Are you a jumper or are you a thinker? Let's back up here. I've talked about perfectionism. I'm talking about being non-outcome oriented, being process oriented. I've talked to you about not relying upon yourself. I've talked to you about this marketing message and focusing on the right activities, which means moneymaking activities.

I told you in a roundabout way I don't want you to be a salesperson. I want you to be the doctor because the doctors come into the room, ask you 15 questions, give you the pills, and go onto the next patient. You need somebody to be the head nurse for you.

I talked to you about not being obsessed with your product or service. Although I agree with you, it probably it great but at the end of the day, no one cares. Do you know how many people that comes to me with a great product or service that are dead broke?

No one cares because they're obsessed with polishing the you know what. Stop polishing the you know what. Start worrying about the marketing and your target market. That's how you get your business to the next level.

One thing I'll throw out there, if any of these comments, suggestions, observations, and mistakes makes any sense to you whatsoever, if I've even rung one bell out of the seven where you say, "Todd, that's me. That's totally me," then there's a way that I can help you but there's not a way that I can help you easily.

You have to pay a price here to get help. I'm not talking about a financial price. I'm talking about at least raise your hand type of price. A lot of people out there are just thinking about what I'm telling them. They'll never jump. This is only for the jumpers.

If what I've said here makes sense, if it resonates with you, if you're suffering from any of these mistakes, observations, lies, misunderstanding, I want you to do one of two things. I want you to either call me directly.

Call me on my cell phone. I'll have a brutally direct conversation with you on how you can get yourself to the next level. I'll ask you a couple questions, I'll give you a couple comments, we'll have a nice conversation, and get on with our day. My cell phone number is 303-841-8008. That's one option for you.

The other option is just to email me. Many of you have my email address but you can have it again. You can email me at [todd@toddbatessystems.com](mailto:todd@toddbatessystems.com). The reason I do these training calls, these training CDs is I like to share with you all these things. By the way, I've done all of these things. I've made all of these mistakes in my own businesses over and over and over again.

I'm trying to cut your learning curve. That's why I do these training calls so that you don't have to go through all the same mistakes that I have made and a lot of my clients have made. The faster you can get from A to Z, the more money you'll make, the happier you'll be, the less frustration you'll have.

I hope you've enjoyed the Marketing Manifesto, some ideas, thoughts, and observations that I've had over the last 20 years, 15,000 clients. Give me some feedback, give me a call at 303-841-8008 or send me an email at [todd@toddbatessystems.com](mailto:todd@toddbatessystems.com). Everyone out there, have a great day.