



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #69

John Jantsch

John is a marketing consultant, speaker and best-selling author. He has been called the world's most practical small business expert. His blog was chosen as a *Forbes* favorite for marketing and small business and his podcast, a top ten marketing show on iTunes, was called a "must listen" by *Fast Company* magazine. *Huffington Post* calls him one of the top 100 "Must Follow" people on Twitter and *Forbes* named his website, DuctTapeMarketing.com, one of the 100 Best Websites for Entrepreneurs. He is the featured marketing contributor to American Express OPENForum and is a popular presenter for organizations including American Express, Intuit, Verizon, HP, and Citrix. He is often cited as a resource in publications such as the *Wall St. Journal*, *New York Times*, and *CNNMoney*.

John Jantsch on Why No Matter What Business You're In, You're a Marketer

"You have to make it an essential part of how you build and grow a business or you won't be around very long."

The Three Reasons Why Most Businesses Fail

1. There's just not a match to a market that needs something.
2. They don't discover a way to differentiate.
3. People underestimate how much work this is.

On Getting Good at Anything

"The analogy of sports to business is a good one. Good athletes will tell you they got good because they practiced. A lot of people associate me as a writer. The reason I've now written 5 books is because I just started writing. I've now written over 4,000 blog posts."

7 Steps to Business Success by John Jantsch of Duct Tape Marketing

- 1) Narrow your marketing focus to ideal customers
- 2) Differentiate or compete on price
- 3) Create marketing materials that educate
- 4) Lead generate to be found instead of hunt
- 5) Create a lead conversion process
- 6) Harness technology and the Internet
- 7) Live by the calendar

[Click here to read John's entire guide: "The Seven Steps to Small Business Marketing Success"](#)

On Failure and Self-Doubt

"Yeah, it's probably happens about once a week (laugh). I don't know that that ever goes away."

One step to take in the next 24-48 hours

"If you already have a business, call your ideal clients and ask them what they value about doing business with you. I can tell you that it's probably not what you think it is. It could be the key to your marketing message. You do have to push on these interviews a little bit. You have to have two or three follow up questions. Listen to those answers. Nine times out of 10 you will be treated to your core message that you should be tapping into."

He went on to explain that even if you have a business idea, go out and talk to people and get feedback from potential prospects.

Books referenced:

The E-Myth by Michael Gerber

Websites and Social:

Find all of John Jantsch's books here=>> <http://amzn.to/2dUKP96>

www.SEOforGrowth.com ("This is not the highly technical book about SEO. This is the book that demystifies SEO.")

www.DuctTapeMarketing.com

Anything from Michael Port or

[The Practice of Management by Peter Drucker](#)

