

Small Business Experts Find Key to Sluggish Economy and Generate Millions

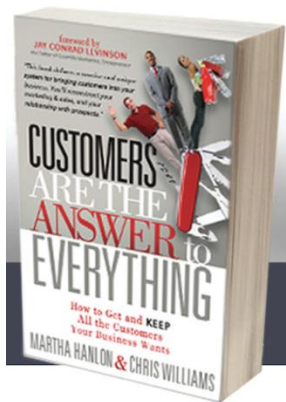
Authors of *Customers Are The Answer to Everything* tells your audience:

- How to get and keep customers—the key
- How to find out what customers really want but don't tell you
- How to talk to customers "on their level"
- How your potential customers really make decisions to buy...or not
- What the formula is for customers who pay, stay and refer
- What 2 things they can do right now to change their business
- About why supporting small business with your dollars will change our economy

❖ **27.5 Million small businesses in the U.S. in 2009**

More small businesses are launched every day, and 2 of every 3 are women-owned. Most are experts at what they do—coaching, chiropractic, financial planners, insurance reps, franchise owners, healthy living experts, exercise gurus—but they are not business experts. And it shows in their results.

Customers Are The Answer To Everything



❖ **Average small business owner makes \$39K to \$61K/year**

Small business represents over 99% of all employer firms, and yet it's obvious they don't know how to make money and keep some for themselves. No wonder the business failure rate is 85% in the first year alone.

❖ **Provide jobs for over 50% of private workforce**

Small business drives the economy...not war or Washington. Yet small businesses haven't turned the corner to success and profitability. They don't yet

know how to get and keep customers. Many don't realize that success lies in having a plan with small, easy-to-execute strategies. And those strategies don't have to cost a fortune, or often anything.



Small business marketing experts, Martha Hanlon and Chris Williams, have shown over 2740 business owners how to grow their revenue by over \$57 million dollars using practical, effective strategies.

They are small business advocates and realize that the more business they touch, the more we'll see small businesses succeed, hire and boost the economy in the process.

Their book hit #1 in Customer Relations and #3 in Marketing on Amazon.

Customers Are The Answer To Everything is available for \$16.95 at

www.WideAwakeMarketing.com/books

About the Book

Customers Are The Answer to Everything by Martha Hanlon and Chris Williams

Customers Are The Answer to Everything unravels the mystery of getting customers. This book explores and brilliantly illuminates the happy point where customers understand why they should choose you...over and over.

Here are just a few discoveries in *Customers Are The Answer to Everything*:

- Find out what your customers really need but you may not be giving them
- Discover how to talk to your customer "on their level"
- Learn how your potential customers really make decisions to buy...or not
- Uncover the formula for the customer who pays, stays and refers

Customers Are The Answer to Everything is already changing the way businesses throughout the world think about and act to create new customers. Why not be next?



Martha Hanlon
Small Business Expert



Chris Williams
Small Business Expert

"Marketing and sales represent the two most important activities for any entrepreneur. Martha and Chris map out a clear, compelling, yet practical process for entrepreneurs to build the business of their dreams. It's a fresh, new, and current approach to bring customers into your business for a long, long time."

—**LORAL LANGEMEIER**, CEO/Founder Live Out Loud,
international speaker, money expert and best-selling author



It does for small business what so many have forgotten. It shines the light on the marketing foundation every business needs and wants. Then it delivers a series of affordable and easy-to-implement activities and solutions that will really appeal to your customers.

—**HEIDI KRUPP**, CEO, Krupp Communications, Inc

Most books are filled with positive ways to pump you up. *Customers Are the Answer to Everything* offers a wealth of specific, tangible tactics that you can start using now. It inspires fresh and new approaches to bring prospects and customers into your business.

—**JIM BRITT**, Author, *Do This. Get Rich!*

Contact Us Today to Book **Martha Hanlon and Chris Williams** for your next event.

530-878-1491

Chris@WideAwakeMarketing.com • www.WideAwakeMarketing.com

For Immediate Release

Wide Awake Marketing

Contact: Chris Williams

530-878-1491

Wide Awake Marketing Announces the Publication of Groundbreaking Marketing and Sales Book Written by Customer Experts Martha Hanlon and Chris Williams

Much awaited guide to customers garners great reviews and is scheduled for release on March 1

SAN JOSE, CA, April 2, 2012 — Wide Awake Marketing announces the release of *Customers Are The Answer to Everything: How to Get and Keep All the Customers Your Business Wants*, a groundbreaking marketing and sales book penned by customer experts Martha Hanlon and Chris Williams. The book will be released April 3, 2012 by Morgan James Publishing, an independent publisher of entrepreneurial titles, after receiving enthusiastic reviews from renowned business experts. Bestselling author and Father of Guerilla Marketing Jay Conrad Levinson calls it, “. . . a concise and unique system for bringing customers into your business. Martha Hanlon and Chris Williams have honed their knowledge, belief and years of results into an amazing method to guide you to attract the customers you want . . . and keep them.”

Customers Are The Answer to Everything: How to Get and Keep All The Customers Your Business Wants will be available online at WideAwakeMarketing.com, Amazon and other major book retailers as both a soft-cover and e-book. Advanced Readers Copies garnered rave reviews, and those who've applied the system report they now have the insight into what their marketing needs to accomplish and have practical, actionable steps to take. And they're getting more customers in their businesses.

In *Customers Are The Answer to Everything*, Hanlon and Williams reveal how almost everything about a customer's "buying buttons" has changed today: where they go for information, who they listen to, the kinds of words they hear and don't hear, and the number of times they need to hear the message. To get more customers, businesses must understand their buying buttons by talking and acting in a new way—the way customers require, technologies enable and the economy demands.

Geared to the small business market, the book marks Hanlon and Williams' second publication for this burgeoning demographic. Hanlon said of the new book: "Small businesses are eager for more customers, and to do that—to bring more people into the business and keep them longer—they must learn to 'speak Customer.' *Customers Are The Answer to Everything* enables small businesses to unravel the mystery of getting customers."

Williams adds, "To 'speak Customer' is about more than just the language you use. It's also about the actions you take, the energy you bring and the leadership you show when engaging with customers."

David L. Hancock, founder of Morgan James Publishing commented, "Morgan James is honored to launch this compelling small business marketing book, which will not only accelerate the way small businesses get and keep more customers, but by supporting their growth nationwide, will have a lasting impact on the economic health of us all."

About the Authors

Martha Hanlon is a thought-provoking marketing expert who spots trends and breaks a lot of marketing "rules" to deliver new results. Her forward-thinking has led to the identification of nine marketing leverages that create the fastest path to customers. Fun, engaging and a bit irreverent, Martha is passionate about the need for businesses to start talking to people in lively, authentic conversations—and to tell stories that help the world understand why they are important.

Recognized by Sacramento Magazine as one of the top five sales experts in the California capitol area, **Chris Williams** is a dynamic business builder, sought-after speaker and results-producing business coach. After training over 1,000 Xerox sales reps, she single-handedly built a \$4 million per year Xerox distributorship of 13 sales people that grew 18 percent year over year.

For more information, visit WideAwakeMarketing.com.

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For Immediate Release

Wide Awake Marketing

Contact: Chris Williams

530-878-1491

***Customers Are The Answer to Everything* by Small Business Experts Martha Hanlon and Chris Williams Hits Amazon Marketing Best Seller List at #3**

Small business owners say book makes the seemingly impossible very doable

SAN JOSE, CA, April 10, 2012 — Today Wide Awake Marketing announced *Customers Are The Answer to Everything: How to Get and Keep All the Customers Your Business Wants*, a groundbreaking marketing and sales book penned by customer experts Martha Hanlon and Chris Williams, hit the Amazon Marketing Best Seller List at number three. The book was released April 3, 2012 by Morgan James Publishing, an independent publisher of entrepreneurial titles, and has received enthusiastic reviews from small business owners.

"We are thrilled about the early success of the book, and the best part is that small business owners are reporting already that they have put the strategies they have learned into practice and experiencing changes in their business," Martha Hanlon said.

Chris Williams adds, "People are also buying the book to give to their favorite small business owner as their way of saying 'we love your service'."

Customers Are The Answer to Everything: How to Get and Keep All The Customers Your Business Wants is available online at WideAwakeMarketing.com/books, Amazon and other major book retailers as both a soft-cover and digital book. Advanced Readers Copies garnered rave reviews, and those who've applied the system report they now have the insight into what their marketing needs to accomplish and have practical, actionable steps to take. And they're getting more customers in their businesses.

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What People are Saying About *Customers Are The Answer to Everything* by Martha Hanlon and Chris Williams

“Endlessly curious, opinionated and knowledgeable on the essentials of attracting customers, Martha and Chris are clear-eyed about what coaches need to do to build their business.”

—KAREN KIMSEY-HOUSE, CEO, Coaches Training Institute

“If your product, service or issue isn’t catching on, Martha Hanlon and Chris Williams will show you how to change that and fast and affordably.”

—JOHN LIMBOCKER, Internet Dominator CEO and Godfather of SEO

“Just two of Hanlon’s and Williams’ strategies completely changed my business. They enabled me to reach so many more people and to turn those contacts into sales. Not only that my new customers are referring their friends, sending testimonials and sharing in their networks. I had been working so hard on my own, but with their help and genius I now have a staff of people working with me. Their advice worked even better than I had thought it would.”

— JENNIFER HADLEY, Minister, spiritual teacher, counselor and creator of Living a Course in Miracles

“This book is dynamite! Hanlon and Williams blast through the mysteries of marketing hype to deliver what entrepreneurs need most: A savvy, accessible guide to connecting with your target audience and attracting the customers your business deserves.”

—KAREN HAGER, Out of the Fog LLC



Martha Hanlon
Small Business Expert



Chris Williams
Small Business Expert



“For any business seeking to earn more clients, *Customers Are The Answer to Everything* offers surprising yet practical insights. Hanlon and Williams provide an approach that flat-out works no matter what size your business is or aspires to be.”

—BRONWYN ROSE, Director, CornerPiece

“I’ve had the privilege of working alongside many great marketing minds, but Martha and Chris stand out with their unique talent that makes marketing understandable, doable --and even fun!-- for any small business or entrepreneur.”

—SUSAN RAAB, Content Wheel

“For all you harried entrepreneurs out there—and is there any other kind—*Customers Are the Answer to Everything* shows you precisely how to prosper by finding and engaging the most important asset any business can have.”

—JIM AND LORRAINE CONAWAY, Founders, Conaway & Conaway Financial Strategists

“As a Solo-preneur, I’m the marketing and sales department. Martha and Chris understand the resources a small business owner has to work with, and they showed me exactly how to get the most out of me, my time and limited budget.”

—LISA PAVIN, President, Bridge to Retirement

“I feel more comfortable speaking about my business to others. This is because Martha & Chris helped me develop an understanding of what I offer. The words come to mind easier. I focus on networking rather than sales and what I offer gets worked in naturally.”

—BEV NOWAKOWSKI, Friend With A Camera

“Martha and Chris explain marketing in a straight forward, easy to understand way without a lot of buzz words and technical jargon. They take you step by step through finding out what your core business is, identifying who your ideal customer is and where you find them. They then continued on with building a marketing plan, a 24 month plan for your business, how you can reach your customers and followed it up with homework EVERY week plus hold you accountable for the homework! We are treating ‘Sales and Marketing’ a little differently these days.”

—CAPTAIN DOUG and GALA REITZ, Sterling Travel Group

“It simply has been the most productive, well-organized, and rich experience as compared to, probably too many others, that I have paid handsomely for with far fewer results. The energy between the two of you is contagious and offers much integrity. Clearly, your techniques are tried and true and your efforts to stay informed evident.



Bottom line, you both are so humble, approachable and downright likeable! I remain in deep gratitude.”

—MARY HOBRATSCHK, Life At Hand

“Martha & Chris have been invaluable mentors to me in the area of marketing. They have identified strategies and actions that will work in my business. They are extremely talented and great to work with as well as having a strong commitment to quality and very customer focused. I am very appreciative that I have someone of their expertise to turn to for advice. They are very passionate about their work in Marketing and I can tell they really enjoy finding success for their clients. They are very generous with their information so their ideas and thoughts have definitely been a benefit to me.”

—MONICA BREWER, Director, SHE Business

“Creating my vision of where I want to be in 24 months was eye opening. Making it so clear that there are no questions unanswered has changed my way of thinking. Bringing that even closer to the 12 month period makes it even more real to me. This brings everything into focus for me.”

—JUDY HOBERMAN, Selling In A Skirt

“The first time I heard Martha speak, I knew that she knew more about ‘marketing’ in her little finger than all of the other experts I had ever heard, combined! And, I was right. Then, she and her partner, Chris Williams, changed my business based on what was in their little fingers. Now they’ll change every business that buys this book and does what they tell you to do.”

—PHIL NEAL WALKER, CEO, Phil Neal Walker Law Corp., speaker and author

“There are two new superstars on the marketing horizon, Martha Hanlon and Chris Williams. We have two new names on the marketing horizon who have the talent and insight to stand beside the greatest marketers of our time.”

—JILL LUBLIN, Master PR Strategist, international speaker and author of three best-selling books including Get Noticed, Get Referrals

“These are the very marketing and sales strategies that our business is using to attract new clients. The strategies are created with the budgets of small business owners in mind, and most cost little-to-nothing to implement.”

—PETER IVETT, Director, Vivente



Suggested Interview Questions for Martha Hanlon and Chris Williams

1. Why did you write *Customers Are The Answer to Everything*? (Answer takes 2 minutes)
2. Why do we need to speak to and act with customers in a new way? (1 minute)
3. What is this "mystery" around customers that needs to be unraveled? (1 minute)
4. What has changed to make small businesses do things differently? (1 minute)
5. Are the market conditions different for large businesses than small? (2 minutes)
6. Who should read *Customers Are The Answer to Everything*? 30 seconds)
7. What will they get from it that they haven't already from other books? (1 minute)
8. What's the biggest mistake that small businesses make? (1 minute)
9. If they only did three things, what should small businesses adopt? (30 seconds)
10. What stories can you share of businesses that have used your method? (1 minute)
11. Where can I get the book? (20 seconds)
12. Can I get a digital version and a paperback edition? (10 seconds)
13. Is it just the book or are other resources and materials included? (30 seconds)
14. What can we do as consumers to help small businesses? (1 minute)
15. Can you explain this "push" and "pull" marketing thing? (30 seconds)
16. What is Small Business Thursdays? (1 minute)
17. How can people get in touch with you personally? (30 seconds)



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Small Business Expert



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Authors of *Customers Are The Answer to Everything*

Martha Hanlon

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Chris Williams

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Chris Williams
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Customers Are the Answer to Everything

By [Ivana Taylor](#)

April 28, 2012



MARTHA HANLON & CHRIS WILLIAMS “Customers are a mystery to small business owners as they usually focus on themselves. “ – Martha Hanlon (in a handwritten note to me.)

Martha Hanlon is a woman after my own heart. I can tell that by just reading the cover of the review copy of [Customers are the Answer to Everything: How to Get and Keep All the Customers Your Business](#). On the back it says:

“This book explores and brilliantly illuminates the happy point where customers understand why they should choose you over and over.”

And THAT little sentence smooshed inside a big paragraph is the critical success factor that your business is missing.

Before I go on, let me say that this book is co-written by Chris Williams with a forward by Jay Conrad Levinson. Chris Williams is the sales to Martha Hanlon’s marketing. And this tells me that I’m going to get a full and real picture of what it’s going to take to get and keep customers. Another thing that I noticed from just the cover is that there is a testimonial from Loral Langemeir CEO and Founder of Live out Loud. This tells me – and it should tell YOU that the advice in this book is targeted for the “main street” small business owner.

These people are small business growing fools. They’ve done it for themselves and they’ve done it for others. And one more thing that’s may upset some people – they do NOT subscribe to the corporate way of doing things. They subscribe to doing what works – no fluff, no corporate speak, nothing that requires “implementations” or “usability” or “thinking out of the box”. This is real advice for real small business owners who are doing the work of getting and keeping customers on the front lines and not from a boardroom.

Let’s Get Inside “Customers Are The Answer To Everything”

Small Business Trends

Hot: [Pricing Mistakes](#)
Hot: [The Right SEO Tactics For Your Biz](#)

Like all experts in the small business growth market, Hanlon and Williams have a process, blueprint or formula for taking you from where you are to where you want to be. Theirs is called the “Customer Generator System.” This system has three components; Foundation, Activation and Expansion and the book is organized with these three elements as the core sections of the book.

The book also contains a ton of wonderful worksheets and forms (you know how much I love those) that you can download for free on the book’s web site: [Wide Awake Marketing](#). The site is loaded with all kinds of goodies, so you’ll want to check that out.

This is a book that you will want to “work” through – believe me. There is customer attracting gold on every page. For example, right in the beginning of the book they uncover a secret that most small business owners don’t “get” about understanding their customer; listening for what they are NOT saying.

This is so brilliant and so true. We think that by talking to customers and/or doing surveys we will understand what they want – but that’s not where the gold is. The gold is in listening FOR what’s missing for your customer. Where are they coming from? What assumptions are they making?

Is Customers Are The Answer To Everything For YOU?

This book is IDEAL for start-ups and micro-business owners. If you run a retail business or a business-to-consumer business, you will see a direct connection between what’s offered in the book and your business. Those of you who are in a more technical or industrial B2B industry will TELL yourselves that this isn’t for you – but you will be WRONG. People make decisions, not companies or committees. And this is a book about how to understand what people want and then give it to them in a way that is easy and irresistible to buy.

Now, some of you might be put off by the forms and work that’s involved in understanding yourself and your customers. I totally get that. I’ve been working the process in this book in developing a new product in my business and it’s been challenging and tedious, but the results have been worth it.

Customers are the Answer to Everything is a book that can literally transform how you see your business and yourself. The effort you put into working this book will pay off in loyal profitable customers and a happier you.



Ivana Taylor is the publisher of [DIYMarketers](#), where she shares daily do-it-yourself marketing tips, and is the President of Third Force, Inc., a marketing firm that specializes in getting your ideal customer to choose you. Ivana is the book editor for Small Business Trends and co-author of the book "[Excel for Marketing Managers](#)."



Customers Are the Answer to Everything

[Small Business Trends](#) | Apr. 28, 2012, 8:30 AM

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with Lorraine & Jim

May 17, 2012

To Whom It May Concern:

Martha Hanlon, an author of *Customers Are The Answer to Everything* and President of Wide Awake Marketing, was a recent guest on our weekly radio program in March. Listeners loved her insights and humor.

We would recommend Martha to anyone who is interested in a great interview

Sincerely,

Jim Conaway

Jim and Lorraine Conaway
Smart Money Talk Radio



Small Business Saving The Economy Might Sound Like “Duh”...but It’s Not

The Controversies...

Big business has a faster
and bigger effect on the
economy.

Small business can
actually grow the
economy faster than

Martha and Chris have the statistics to prove it.

Big business can hire
more people to boost the
economy.

Small businesses are
actually the ones doing
most of the hiring.

Martha and Chris have the statistics to prove it.

Big business pays more
taxes.

Big business weasels out
of paying taxes.

Martha and Chris have the lots of examples to illustrate this point.

Small businesses don't
create anything new or
useful.

Small business creates
more innovation and cool
stuff than companies.

Martha and Chris have studies that prove it.

To Schedule a Debate or Interview with **Martha Hanlon and Chris Williams**

Call 530-878-1491 (Media Only)

www.WideAwakeMarketing.com