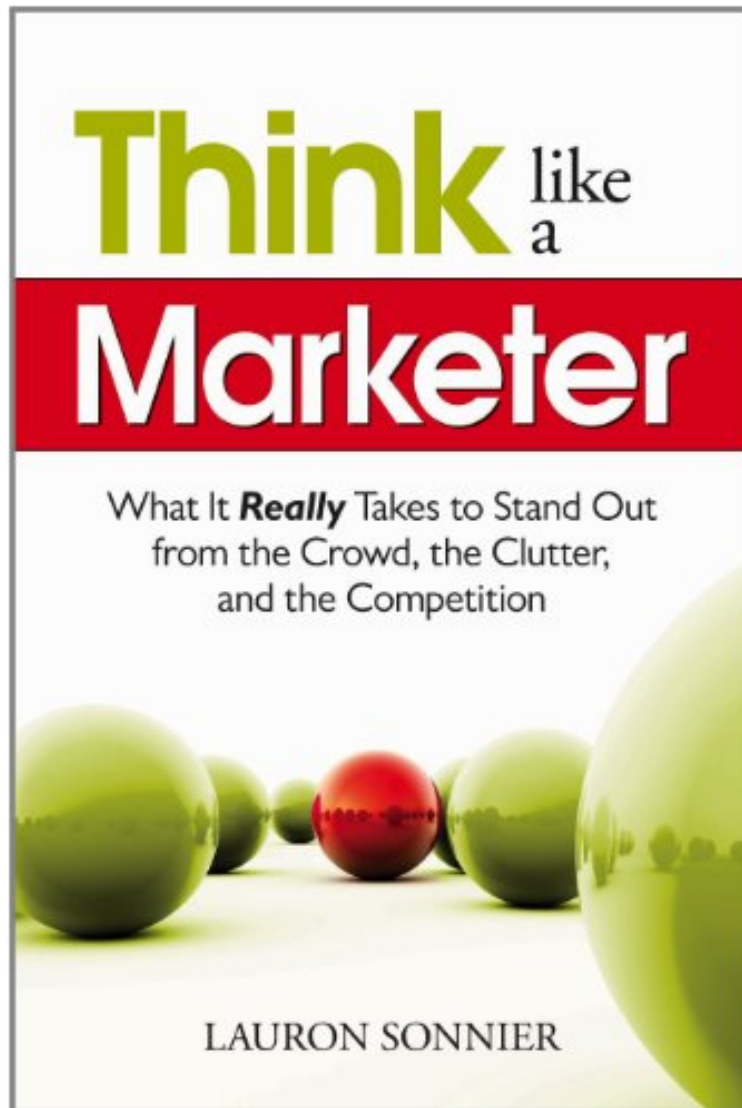


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Think Like a Marketer

Lauron Sonnier

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Lauron Sonnier : Think Like a Marketer before purchasing it in order to gage whether or not it would be worth my time, and all praised Think Like a Marketer:

4 of 4 people found the following review helpful. "MOTIVATING, COMPREHENSIVE, AND PRACTICAL!" By Author/Reviewer Geri Ahearn Author, speaker, and business owner Lauron Sonnier shows the reader how to become a Marketing Machine, through essential tools needed for success in "THINK LIKE A MARKETER" She provides helpful tips in how to keep clients happy, how to maintain a proper relationship with customers through daily courtesies, and step-by-step guidelines that lead to big profits and lasting success. Her powerful view on implementing good marketing results can entirely change a small business, directing you to stand out in an overcrowded

marketplace. I highly recommend this book to all business owners, and marketing professionals. The author provides guidance in how to devise a practical marketing strategy on a financial budget, how to put marketing in action, and how to be prepared to compete. Lauron's marketing ideas are clear, basic, and concise. The author designed this book for entrepreneurs who want to grow and succeed in today's challenging economy, and it is indeed a small business owner's dream-come-true. This book contains a simple marketing approach, is easily understood, and will keep a company growing and thriving. Lauron's entertaining teaching manual will show the reader how to get into a marketing mind-set, through her four secrets to standing out. Be prepared to change how you do business forever, while transforming from hope to success. The author demonstrates the importance of marketing roles and duties, how good performance with customers will have positive results, and the essential key factor of sound client relationships. Along the powerful path to success, Lauron will guide the reader with creativity as she unfolds the mystery of marketing. How to make a great impression for your customers is one of Lauron's golden keys to opening up the door to bigger, and better. Hundreds of readers will benefit from the author's fresh ideas, through the tremendous value this book contains. **THINK LIKE A MARKETER: What It Really Takes To Stand Out From The Crowd, The Clutter, and the Competition**, belongs on the bookshelf of all marketing professionals. Lauron's practical advice for everyday use will improve, and increase our marketing capability. The author created a gem that will attract new customers, through the guidance of a teacher, who is an expert in successful marketing strategies in today's competitive marketplace. 1 of 1 people found the following review helpful. An awesome book full of great, practical advice for use every day. By Harvey Deutschendorf. **This The Other Kind of Smart: Simple Ways to Boost Your Emotional Intelligence for Greater Personal Effectiveness and Success** This book is a gem, full of nuggets of advice on how we can increase our marketing capability by creating the mindset of a marketer. While the notion of marketing can seem overwhelming, this book breaks the concepts down into solid basic ideas and principles that we can all apply, whether we are seasoned marketing professionals or newcomers to the idea. Every time I read the book a fresh idea that I can immediately use jumps out at me. This a book will definitely not gather dust sitting on my bookshelf. 5 of 5 people found the following review helpful. Amazing! **The Solid Foundation for Making Your Business Successful!** By C. V. Stockwell. I'm a marketing consultant with Perceptive Marketing in Houston, TX. I dog-eared almost every other page in this book and used up 2 highlighters! Clear. Concise. Comprehensive. When you finish this book, you will be a **MARKETING MACHINE**- equipped and empowered to **STAND OUT** in your market. This book will never go on a bookshelf; it will be next to you on your desk every day!

"I feel so empowered with Lauron's clear, practical marketing strategies. She shows you how to make marketing automatic, and as a business owner, that's exactly what I need. No business should run without this information." -- Valerie Boudreaux-Allen, First Step Business Training Consulting; Houston's SBAG's Women in Business Champion, 2007. Do you find marketing to be confusing, difficult, or overwhelming? Are you not sure where to begin? Do you have a plan, but don't know how to make it happen? To act and succeed like a marketer, you must first think like one. When you do, marketing becomes routine, focused, and successful as you take clear, confident steps to grow your business every day. **Think Like a Marketer** takes the mystery out of marketing. It addresses head-on the principles that must guide every action, decision, and communication that affect your business. In addition, it gives you practical, real-life guidance that you can apply immediately after reading. Chock-full of specific examples and proven processes, **Think Like a Marketer** will teach and show you how to: *Think, act, and communicate like a marketing pro.* Identify and capitalize on the marketing opportunities that abound in your business every day (but are usually missed). *Stand out in a cluttered and overcrowded marketplace.* Stir the pot--to build and maintain marketing momentum.* Devise a practical marketing strategy that will show positive results, even on a bare-bones budget. With **Think Like a Marketer**, you'll be prepared to put marketing into action and turn yourself and your business into a marketing machine! Lauron Sonnier is president of Sonnier Marketing Communications, Inc. (Houston, Texas). She has helped countless companies, managers, and entrepreneurs put marketing into action to grow their businesses on a daily basis. A member of the National Speakers Association, Sonnier presents powerful marketing ideas and strategies to audiences throughout the country. She has been featured in numerous local and national publications. She holds a BS in Communications and spent 20 years in the marketing trenches, working in television, public relations, and advertising. A Cajun from Louisiana, Sonnier couldn't talk if you tied her hands.

"Think like a marketer and yours will easily attract clients, customers, and cash. This book shows you how. Get it." -- Dr. Joe Vitale, author of **The Attractor Factor**. "It is such a pleasure to enthusiastically endorse a book that people are really going to benefit from. I can see TONS of small to medium sized businesses owned and run by people who are intimidated by the whole notion of marketing REALLY getting tremendous value from **Think Like a Marketer**. After reading it, they're going to be saying, 'Thank you, thank you, thank you.'" -- Joe Calloway, author of **Becoming a Category of One**. "Think Like a Marketer shows you how to position yourself to attract more and better customers, and to stand out from your competitors in today's market." -- Brian Tracy, author of **The Way to Wealth**. "Lauron Sonnier's new book is really needed in our marketplace today. Many

business people need a tool to bridge the chasm between hope and results, and this book provides the marketing mindset to make it happen!" Don Hutson, Hall of Fame speaker and coauthor of the New York Times best-seller, *The One Minute Entrepreneur*

About the Author
Lauron Sonnier is president of Sonnier Marketing Communications, Inc. (Houston, Texas). She has helped countless companies, managers, and entrepreneurs put marketing into action to grow their businesses on a daily basis. A member of the National Speakers Association, Sonnier presents powerful marketing ideas and strategies to audiences worldwide. She has spent 20 years in the marketing trenches as a marketing director, advisor, and business owner.