

## **Tough Economic Times Demand More Marketing from Small Businesses, Not Less**

*Source: Eric Gilboord*

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*Most small businesses are running for cover and cutting back on marketing. The single worst mistake they can make. Now is the time to cement old relationships and build new ones. But how do you do it? How do you find really good marketing advice?*

The #1 concern businesses have today is about their marketing efforts. Are they good enough to drive sales now? Eric Gilboord, best selling author of 'Just Tell Me What To Do-Easy Marketing Tips for Small Business' is bringing his expertise to you and your group throughout 2009.

Eric is taking his seminars, workshops and keynote addresses on a 2009 road trip. Introducing his 'I'll Come To You, 2009 Stimulation Tour'. Instead of attending one of your local marketing suppliers' presentations; typically cleverly disguised to sell their services, Eric is coming to you. No more waiting for the out of town marketing expert to grace your town. Eric is coming to you.

Driving your business today and stimulating the economy is the priority! It's everyone's responsibility. So no matter what size market you live in or what size your group is give Eric a call. Eric is flexible when it comes to group sizes. Eric will come to you at your convenience and share his 11 Step New Business Development program, the Smart Marketing seminar, his How to Write a Marketing Plan workshop or his keynote addresses. Eric is coming to you.

Small and Medium-sized business owners all over Canada and the United States are gathering their fellow entrepreneurs in small, medium and large groups to hear Marketing According 2 Eric. Eric speaks SMB the language of small business. You will understand and no longer be overwhelmed by marketing.

Whether it is a formal organization, a loose affiliation of friends or a couple of smaller groups coming together, Eric will work with you to create the experience you need to learn about marketing and build sales immediately. And he will come to you at your convenience. Eric is available internationally, he loves to travel.

Visit <http://www.EricGilboord.com> to learn more about Eric and to book him for a marketing learning experience you'll never forget.

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About Eric Gilboord. He is well known for his skill at making marketing easy for business owners to understand. They generate sales immediately and grow their businesses faster. He is a popular speaker, columnist and author. Eric is a subject matter expert who knows the SMB audience intimately. He speaks SMB, the language of small and medium-sized business.

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