



Organic Marketing: A Guide to Defining Your Certain Way (Paperback)

By Allan Curtis, Sandi Maki

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.It was 20 years ago when Al Curtis, Ask the Pool Guy, became owner of a swimming pool construction/service company. At the age of 26, Al already had seven years of experience in the business and was technically skilled at the work, but was woefully unequipped to handle the business end of things. By sheer grit and determination, Al said yes to most anything, handling every lead and trying to turn every phone call into revenue. Customer service was disorganized, and the crews ran from job to job based on who was complaining the loudest. It was no way to run a business, let alone create long term satisfaction. A few years in and Al had managed to put together some solid and friendly crews, and the business was doing okay. But there was something lacking; there was no special something that set Al s company apart from any other competitor in his market. After nearly a decade of this, Al was ready to let it go and try something new. Around this same time, I came in...



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