

Two Books From MarketBlazer Founder Make the List for Lifehack?s ?20 Inspirational and Useful Business Books to Read in 2016?

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Atlanta, GA - MarketBlazer, Inc. is proud to announce its founder and Chief Marketing Officer, Ray L. Perry has two books on Lifehack.com?s list of books to read for 2016.

The first two books on Lifehack.com?s list of 20 business books that are inspirational and useful to read include books from MarketBlazer?s Ray L. Perry. These books, Small Business Owner?s Guide to Local Lead Generation: Proven Strategies & Tips to Grow Your Business! and Renewable Referrals: How to Cultivate More Profits have both generated a lot of buzz, not just on Lifehack, but in the business-literary world, too.

Ray L. Perry, Founder and Chief Marketing Officer at MarketBlazer, Inc., had this to say about making the list twice, ?This is really exciting. When you write books, you hope that they find a market and that they can prove to be beneficial, and in this case it is exciting to not just have one book recognized for being worth the reader?s time, but there are two books. That?s great.?

Small Business Owner?s Guide reveals tactics small businesses can use to attract and engage customers in the local marketplace ? even though these companies don?t have the massive marketing budgets of their bigger competitors. It details what to do, and what not to do, so even a smaller marketing budget can yield a high return on every marketing dollar spent.

Renewable Referrals helps people learn the step-by-step process of building a client referral program. This is a proven system that works in any industry, for any company of any size. There?s a lot that can go horribly wrong when it comes to referring valued clients to another business that provides products and services they need. This book helps readers spot and avoid the common pitfalls and build a referral program that leverages the power of word of mouth advertising.

Each of these books will inspire business people, but in the most pragmatic way possible?they each give people suggestions and recommendations that have proved to work reliably.

?Even without the recognition from being on this list, producing these books would have been worth it. But to be honest it is really gratifying to know that all of this work has reached other people. That really makes the hard work worthwhile,? Mr. Perry added.

More about MarketBlazer, Inc.

Ray L. Perry is the founder and Chief Marketing Officer of MarketBlazer, Inc. MarketBlazer is a technology based marketing agency specializing in small business lead generation, lead conversion, and customer engagement. MarketBlazer combines a proven 7 step marketing process and strong technology background with the latest in internet, social media, and mobile marketing tactics to develop solid long-term inbound marketing strategies for clients. The MarketBlazer goal with marketing is simple and straight forward; help our clients? business thrive. Mr. Perry is a Master Marketing Consultant, certified by Duct Tape Marketing. Find out more about MarketBlazer by visiting www.marketblazer.com.

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MarketBlazer, Inc.

Atlanta based, MarketBlazer, helps businesses grow with their strategy first 7-Step Small Business Marketing System including a trust-building website, content, SEO, social media engagement, customer reviews, email marketing, and paid lead generation.

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