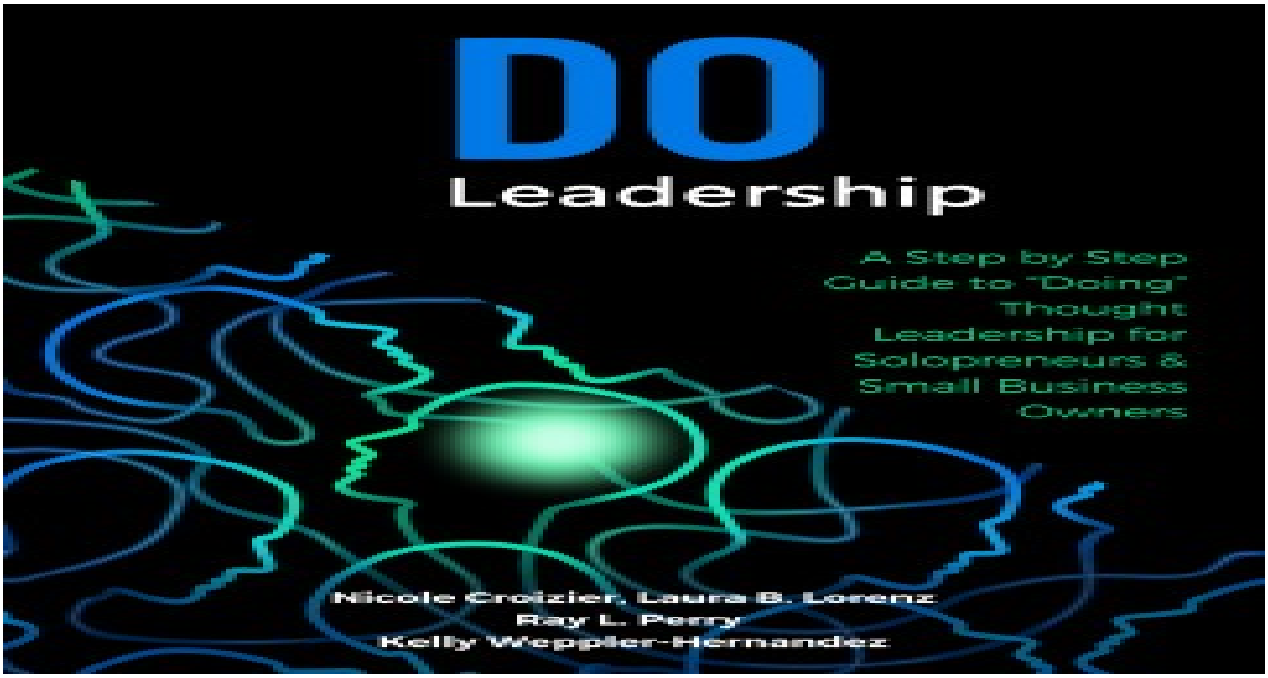


Small Business Marketing Coach Announces Publication of Thought Leadership Book

September 15, 2016

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JASPER, GEORGIA ? Ray L. Perry, Chief Marketing Officer for MarketBlazer, Inc., teaches small business owners and entrepreneurs what thought leadership is ? and how to use this powerful tool in their marketing ? in his newest book. Do Leadership: A Step by Step Guide to ?Doing? Thought Leadership for Solopreneurs and Small Business Owners makes the benefits of thought leadership accessible to any size business.

The book defines thought leadership as: ?How brands can position themselves as leaders in their fields, industries, and sectors ? not just by what they say, but by actually demonstrating their expertise, values, unique points of view, and the ability to answer their target audiences? biggest questions.? A company?s thought leadership efforts should help to build the sort of connection with prospects and customers that causes them to know, like, and trust the company enough to want to do business with them.

The authors interviewed leaders from several small but significantly successful companies that have learned how to leverage their expertise to reach deep into their markets. Readers will get sound bits of advice and

also read real life success stories meant to encourage and inform their efforts in becoming thought leaders.

As Perry shares in the book, ?Quite simply, becoming a thought leader happens as you attract people who recognize you as someone worth listening to and following. Making this happen is not as difficult as it sounds, and as you read this book, you?ll see what an important role content creation plays in building your credibility.?

Becoming a thought leader is not a matter of throwing a hefty marketing budget behind a campaign. It?s more about crafting a trustworthy presence by sharing valuable information with people who want and need answers. In the process of building a thought leadership presence, even a small company can simultaneously build a library of content marketing assets that can be repurposed and republished to amplify other marketing efforts cost-effectively.

Other benefits that thought leaders enjoy include increased website traffic, greater exposure among prospective customers, faster sales cycles, better definition and attraction of ideal customers, greater loyalty from existing customers, and the sort of market differentiation that enables them to avoid competing on price alone.

As Master and Certified Duct Tape Marketers, Perry and his co-authors tie the phases of the Marketing Hourglass to practical steps readers can take in their pursuit of thought leadership. The steps involve tasks most businesses are already taking in their marketing ? but go a bit further to stimulate inbound marketing results.

To learn more about how to become a thought leader, visit http://raylperry.com/marketing-training/ and connect with Ray L. Perry.

About MarketBlazer, Inc.

Ray L. Perry is the founder and Chief Marketing Officer of MarketBlazer, Inc. a technology-based marketing agency specializing in lead generation and lead management. Ray combines his experience as a marketing executive with his online marketing expertise to provide his clients with respectful and innovative services. Ray is also a Master Duct Tape Marketing Consultant who helps clients create marketing strategies to engage prospects. His marketing methods foster relationship development that leads to customers who know, like, and trust his clients. The end goal is for new customers to become long-term clients who refer Ray's clients to other potential customers with similar needs.

Learn more about MarketBlazer, Inc. by visiting http://www.MarketBlazer.com

Contact:

Ray L. Perry, Founder

MarketBlazer, Inc.

Phone: 770-893-2443

E-mail: info@raylperry.com

Website: http://www.raylperry.com

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For more information about MarketBlazer, Inc., contact the company here:MarketBlazer, Inc.Ray L. Perry770-893-2443rperry@marketblazer.com1280 West Peachtree Street NW #2202Atlanta, Georgia 30309

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.

Website: https://www.marketblazer.com/

Email: rperry@marketblazer.com

Phone: 770-893-2443

