

Atlanta Marketing Consultant, Ray L. Perry, Announces Podcast with Marketing Expert John Jantsch

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Atlanta Marketing Consultant, Ray L. Perry announces Podcast with marketing expert John Jantsch discussing the new book "The Small Business Owner's Guide to Local Lead Generation." Lead generation is a hot topic among today?s entrepreneurs and business owners due to the recognition that a full pipeline equates with a successful business. Of course, quality leads don?t just turn up on the company doorstep, hence a podcast devoted entirely to the subject of generating and keeping business leads through effective marketing.

John Jantsch, bestselling author of Duct Tape Marketing, The Referral Engine and Duct Tape Selling will host two of the authors of the Local LeadGen Book on his Podcast where John will also be lending his considerable marketing expertise to the topic. In addition to writing several acclaimed books, Jantsch is an author, speaker and consultant who specializes in helping small businesses build and refine their marketing strategies. He has been called ?The World?s Most Practical Small Business Expert.?

One of the co-authors behind the podcast, Ray L. Perry, has a history of marketing expertise that led him to co-author the book "The Small Business Owner?s Guide to Local Lead Generation: Proven Strategies &

Tips to Grow Your Business!" He also co-authored "Renewable Referrals: How to Cultivate More Profits", one of the leading manuals on turning one-time customers into a continuous source of business success.

Perry?s experience as a high-tech marketing executive and an online marketing consultant have made him an expert in lead generation and lead conversion, as well as in Strategic marketing plans. He is a Certified Duct Tape Marketing Consultant, and specializes in helping business owners craft strong, flexible and reliable online marketing plans that utilize multiple strategies.

Find Perry at MarketBlazer or his personal website, and Jantsch at Duct Tape Marketing. To get in touch or ask questions about the podcast or the books mentioned, use the contact information below:
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Ray L. Perry

Ray is a Marketing Consultant, Business Advisor, Author and Master Marketing Consultant certified by Duct Tape Marketing. Ray helps his clients develop marketing strategies to find their ideal prospects that have a need for their products and services.

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