



## **Don'tBuyADuck.com by Derek Champagne Hits International #1 in 24 hours on Amazon**

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DontBuyADuck.com's latest book is Don't Buy A Duck: Stop Wasting Money & Only Do Marketing That Works! by entrepreneur, marketing expert, International Best Selling Author, and Founder of The Artist Evolution, Derek Champagne. Derek Champagne has written a new book Don't Buy A Duck: Stop Wasting Money & Only Do Marketing That Works! for professional practice owners (medical, dental, law firms, etc.) wanting an edge on the competition (or those just starting out), marketing directors who need a little help with aspects of overall marketing and entrepreneurs who are looking for someone to manage their marketing and advertising.

Derek Champagne's new international #1 Amazon best selling book, "Don't Buy A Duck" is now available on Amazon. Within readers will discover the simple premise that marketing doesn't have to be a mystery. Champagne explains in depth that for small business marketing, using a solid marketing plan outline and detailed go-to market strategy will help business increase. Further, whether the business owner desires a better grasp on small business marketing or to gain more advanced insight for larger scale budgets, Don't Buy A Duck has examples, strategies and tools to help marketers at all levels create a marketing plan outline and go to market strategy.

"I love this book and it's an easy read! Derek Champagne's philosophy to helping businesses grow and reach their marketing objectives is sincere with an approach that works. He really takes the time to break it down in an intelligent and concise manner. His insight provides business owners the tools to remove the clutter and focus on making strategic decisions by following a road map that defines segmented targets, key messaging and how to reach them," says Kim M. Jennings.

Champagne has amassed a treasure trove of knowledge on branding and marketing, and shares his sometimes candid, often chuckle-worthy, and always clear advice with his readers in the guide to marketing made easy.

Starting with his own confession of how he learned the consequences of good money poorly spent (he says it involves a yard sale, a station wagon, and a confused and frightened duck named Quackers), Champagne says he breaks down the mystery of marketing, one question at a time. He says the book offers a thorough overview of the crisis points that strike fear into the hearts of startups and gold standard companies alike.

Champagne shines a light on solid solutions that help promote strategic thinking and consistent execution. Often business owners and entrepreneurs struggle with and are frustrated with the time, money, and energy spent on marketing not seeing a solid rate of return. Champagne says *Don't Buy A Duck* is the perfect guide for business owners and entrepreneurs who feel lost and are struggling to get customers in their door and dollars in the drawer.

*Don't Buy A Duck*, Champagne says, was written to provide a better understanding of how to strategically design and implement marketing that works. The book unpacks the whole process of branding a business and marketing a brand, soup to nuts: everything from how to conduct market research to how to write a marketing plan to how to brainstorm marketing strategy and brand identity documents.

In a singularly readable, friendly format, Champagne walks through tried and true tactics for advertising and promotion, never leaving the reader's side as they wind through what is no longer a mysterious experience. Regardless of the marketing budget or how extensive a brand build is, Champagne notes that *Don't Buy A Duck* is an indispensable guide to marketing strategy business owners and entrepreneurs been waiting for.

"The Artist Evolution branded our new practice and provided us with the marketing materials we needed to introduce ourselves to our new patient and referral community," says Brijesh J. Patel, D.D.S., M.D Moorpark Oral & Maxillofacial Surgery P.C. Moorpark, CA.

A Fayetteville, AR native, Derek Champagne entrepreneurial spirit started from an early age. Derek

Champagne has always been interested in fostering connections and finding an audience, in both the marketing and music fields. Now CEO of The Artist Evolution, a marketing, design and practice management firm he founded in 2007, Champagne helps businesses of all budgets design and implement marketing strategies that work. He's developed and managed brands and marketing campaigns in multiple industries from startups to household names. He has pioneered marketing strategies in the medical and dental communities, and has used his twenty-plus years of advertising, branding, and marketing experience to build a formidable business.

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