



Derek Champagne Interviewed By Lance Tamashiro On Entrepreneurship

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Derek Champagne, CEO of The Artist Evolution, has recently appeared on a podcast interview with Lance Tamashiro. The interview focused on Derek's views on marketing, entrepreneurship, productivity and results. The podcast has been very positively received and many people have benefited from his advice.

Derek says: "I am an entrepreneur like Lance Tamashiro and many of his listeners. Appearing on his show was a logical progression for me. I want to be able to impart my knowledge on other people, helping them with their own businesses and financial efforts. And want to show people how to do it from a grassroots, boots on the ground starting position."

While on the show, Derek Champagne discussed his newly released #1 best selling book, "Don't Buy a Duck". The book goes into detail on how people can stop wasting money, by only engaging in marketing efforts that actually work. Champagne explains that inside the book, he has provided additional value for readers of the book by offering downloadable marketing tools at the end of certain chapters. For instance, a code is provided that allows the reader to receive a free marketing calendar, which will help track the reader's own marketing campaigns.

"Everybody, go check out Don't Buy a Duck at dontbuyaduck.com. Fantastic book. I'm blown away. I think your perspective is so unique and totally fresh. What I love about it is it's so relatable and usable. So many people, especially in the consultants and talking about business process, get in this world where I just kind of glaze over. I love your approach to all of this. I think this is definitely something that everybody in business needs to take advantage and take a look at," said Lance Tamashiro

During the interview Champagne and Tamashiro discuss the fact that entrepreneurs have tremendous strengths and resourcefulness when it comes to marketing, entrepreneurship, productivity & results which are the hallmarks of a true entrepreneur. At the same time, it's highlighted that for all their resourcefulness, entrepreneurs also have their limitations. This is why it is so important to build strong partnerships with others who are able to help the entrepreneur move forward in the world.

"Marketing doesn't have to be a mystery," adds Champagne. "That's the simple premise behind my book. With a career in marketing that spans over 15 years, I know what works and what doesn't. I learned things the hard way, and I want to help people to avoid making the same mistakes I made. There is no real mystery behind marketing. It is simply about thinking strategically, not giving up, and being consistent in the execution of marketing efforts."

People are encouraged to listen to the interview in its entirety, as it has proved to be one of the more popular shows on Lance Tamashiro's podcast, and take a look at Derek Champagne's book, Don't Buy A Duck, to implement his expertise.

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