

Book Makes Busy Growth Companies Better Marketers

by ELLEN SANTASIERO for CBN

Mike Davis used to think he was a pretty savvy marketer. After all, the president of Redmond's TMT Home Remodelers holds a university degree in marketing and he's headed a business for 30 years.

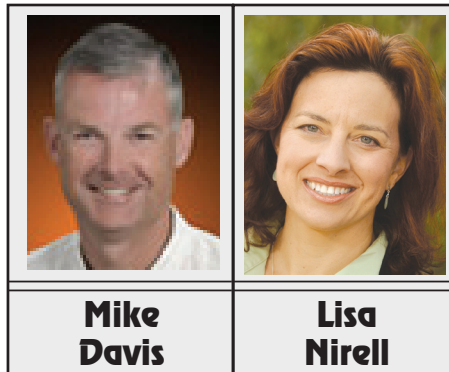
Then he met strategic marketing consultant Lisa Nirell of *EnergizeGrowth* LLC in Sunriver.

"I really thought I had the bull by the horns with my marketing," said Davis, "but I learned from Lisa that people hear messages differently than they did 30 years ago. She taught me how to develop my marketing program to more effectively reach out to my target market."

While working with *EnergizeGrowth*, Davis re-positioned his company by re-crafting his company's message. Then he developed a written action plan that everyone on his team could understand and use. "Lisa helped me identify what sets us apart from our competitors. Before I met her, I was always trying to be like everyone else instead of identifying who TMT really was," recalled Davis, who now specializes in remodels that meet the needs of elderly and disabled customers.

Today, while its competitors are struggling, TMT is doing well. "I attribute that largely to the techniques I learned from Lisa," Davis said.

TMT's success—along with the suc-



cesses of many other *EnergizeGrowth* clients worldwide—inspired Nirell to begin work on her forthcoming book, *Energize Growth NOW: A Marketing Guide to a Wealthy Company*. The book will provide readers with the 11 proven strategies and planning guides that helped TMT, other local companies such as Jeld-Wen Development, Inc. and 3E Strategies, and national and global companies, including Sony Corporation, IBM, Cisco Systems, and Microsoft.

Nirell said that her book's target audience distinguishes it from other marketing books. "This is the first book designed specifically for serial entrepreneurs running growth companies." Entrepreneurs like Mike Davis, said Nirell, and Patricia Bramhall of Los Angeles' Tydak Consulting Services.

"Patricia approached me and said 'The business revolves around me, I'm working long hours, and I can't predict my growth.' She was a senior technology executive who stuck to things she was comfortable doing, so marketing fell way down on her priority list.

"Using our plan, she not only got clear on her vision, her values and her ideal client, she now has three employees and a healthier business, even in this recession. Within the first few months of using our plan, she generated \$435,000 in new opportunities."

Nirell's book will detail many other examples of business leaders who have recession-proofed their companies. It will help readers transform limiting beliefs, and reveal why growth companies should shun traditional strategic planning.

Most importantly, said Nirell, her book explains how and why entrepreneurs should mind the company they keep.

"Don't hang out with others who are in the same stage of growth as you are. You need to know what people five steps ahead of you are doing."

The book is scheduled to release in 2009 from Wiley & Sons Inc. For more information, visit www.energizegrowth.com and sign up for *EnergizeGrowth's* blog, free monthly newsletter and special reports.