



## **Guerrilla Marketing Coaching Endorsement**

As a lifelong and avid learner, I have always searched for new ways to market my accountancy practice and help my clients. So when Paul's offer of marketing coaching came through, part of me thought, "What else could Paul teach me?" But I decided to give it a go. After all I had nothing to lose.

It was apparent from the first call why my old postcard and email marketing were not as effective as they could be. They lacked focus and intention which I now know are essential characteristics of effective marketing. Paul isn't afraid to tell it as it is and his feedback and commitment to my success is truly commendable.

The six week program allowed me to stand back and see the business from my clients' point of view and develop a guerrilla marketing mindset. I have wrestled with the difficulties of finding a unique position or niche in a crowded market but, thanks to Paul's help and persistence, I am much clearer about the type of clients I am best suited to serve.

I have made improvements to my direct mail and internet marketing. They are now very targeted, clearly focused with irresistible offers.

I have decided to continue beyond the six weeks and have Paul work with me through out the year and beyond, and I normally do not commit to long term contracts.

If you are frustrated with your lack of current marketing success, I strongly recommend the Guerrilla Marketing course. It will make you see marketing your business in a completely different way and understand why Guerrilla marketers say "marketing is everything you do".

**Jonathan Amponsah BSc FCCA MAAT**  
**Partner**

**A. M. P Associates**

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