



Research Biologist Turned Entrepreneur Claims Marketing Is the Lifblood of a Business

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New Book Shares Research On Innovative Business Marketing Strategies

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PR9.NET December 15, 2006 - Canada - David Mason, a trained research biologist turned entrepreneur, used his scientific research skills to explore what makes a business tick. His findings have produced some astonishing results that he discloses to readers in his new book, *Marketing Your Small Business For Big Profits* (Morgan James Publishing). *Big Profits* teaches street level marketing to business owners, entrepreneurs, and sales and service professionals.

"I guarantee results," declares Mason. "If business owners are willing to do the work, I can guarantee to increase the amount of money they earn while enabling them to take more time off. It's really a mind-shift that *Big Profits* will help owners take, focusing them on a marketing orientation."

After successfully growing his own Home Inspection business to one of the franchises highest earning firms per capita in Canada, Mason decided to share his hard-won lessons with other small business owners. His intensive research and experience proved to Mason that marketing is the lifblood of a business and that effective marketing can be inexpensive or even free. *Big Profits* chronicles effective actions that are simple, straightforward and can be implemented immediately for turn-around results. *Marketing Your Small Business For Big Profits* reveals:

- * What a Unique Selling Proposition is and how to write one to guide your marketing efforts
- * 5 proven steps for selling anything ... face to face
- * How to create a winning sales letter
- * How to "sniff out" your competition
- * Internet Marketing and direct response tools and much more

Joe Vitale, best-selling author of *The Attractor Factor* and co-star of the hit movie *The Secret*, states that *Big Profits* is "an excellent primer for anyone serious about making money in their own business. Should be an eye-opener to many. Read it and share it."

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A portion of the proceeds from every book sale goes to Habitat for Humanity. Mason is committing to helping other business owners become more successful and in turn help those who cannot help themselves better their quality of life.

To demonstrate one marketing strategy, Mason has created a website for his book, www.YourBigProfits.com. Those who move quickly to buy the book today or tomorrow will be eligible for over \$600 in bonuses, including a 30 minute consultation with the Performance Development Coach.

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About Mason Performance Development Inc.

David Mason, President of Mason Performance Development Inc., is a marketing strategist, performance development coach, speaker and best-selling author. He works one-on-one and with groups of business owners and self-employed professionals to help them succeed personally and professionally. For more information about eligibility for the bonus toolbox for purchase on December 13, 2006, visit www.YourBigProfits.com or www.MasonPerformanceDevelopment.com or phone: 902-660-3070.

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