

BOOK REVIEW

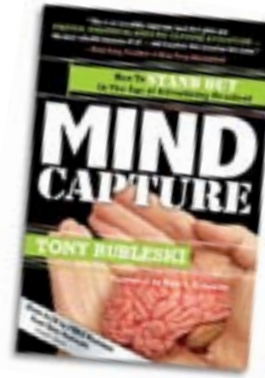
“Mind Capture: How to Stand Out in the Age of Advertising Overload”

Review by Christy Farrelly

The old concept of business success is simply “location, location, location.” If you have the location and the perfect business concept, you have a winning combination.

Unfortunately, that is no longer the case. A good marketing plan and strategy is needed to have a successful and recognizable business. Too often, small-business owners don’t put the effort or money into marketing – believing they don’t have the talent or expertise to market their business effectively. Or worse, they believe their money and time could be better spent elsewhere. In *Mind Capture*, Tony Rubleski demystifies marketing and gives proven, practical advice on how to stand out in a crowded marketplace.

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investment, and repeat customers. Tony Rubleski encourages growth through marketing. “By improving your marketing you can grow, stand out, and dominate your market.” *Mind Capture* outlines specific and easy steps you can take to form a marketing strategy and capture your audience. Each chapter has evidence-based examples and steps to successful action.

The ideas reviewed in *Mind Capture* are certainly nothing new, but a small-business owner can often get so wrapped up in the daily business operations, he or she forgets how simple it can be to implement some basic marketing strategies. One example is the basic idea to “treat your telephone system or switchboard operator like gold.” Make sure that you have a pleasant and competent employee answering calls, a voicemail system that is easy-to-use, and that you respond promptly to messages. This is one of the most basic elements of running a successful business, yet the majority of business owners fail simply because they ignore the powerful impression a properly handled call can have on their potential and existing customers.

What I really enjoy about this book is that it offers genuine ways to enhance market presence without breaking the bank. Not only does it provide advice on how to increase the return on paid marketing efforts, it clearly describes how to take advantage of getting your message out for free. Writing a press release doesn’t have to be an intimidating proposition, and you don’t have to hire a firm to handle it for you. This book is key to understanding the basics of effective marketing.

Mind Capture offers solid approaches to generating new leads, creating return customers, and winning market share. In an age when the consumer is inundated with messages, offers, and advertising, this book spells out how to stand out from the crowd. Finally, you can begin to think of marketing as a top priority and an essential component for your business success.

Using Tony Rubleski’s *Mind Capture* as a guide, you will be able to create a winning marketing plan and strategy that will have your business outshining the competition.

About the author: Rubleski, president of *Mind Capture Group*, earned a BBA in marketing from Western Michigan University and has 10 years of experience in the direct selling and advertising fields, including expansion into new markets, copyrighting, public relations, workshop training and marketing promotions. For more information, visit www.mindcapturegroup.com.

About the reviewer: Farrelly is executive producer with the Farrelly Group creative agency in North Carolina. She can be reached at Christy@farrellygroup.com.

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