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Watertight Marketing: Delivering Long-Term Sales Results

By Bryony Thomas

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Most businesses are. they've got serious profit leaks. so when they run their marketing taps, revenue simply pours out of a leaky Bucket. Watertight Marketing is no ordinary marketing book. There's no jargon. And it's not about the latest over-hyped tactic. This is a book that tackles business fundamentals. It's the book on marketing that makes all the others make sense. Following the process laid out in this book puts you in control of your business growth. You'll be able to step off the roller coaster of yo-yo sales results and get your business on a sustainable upward curve. Bryony Thomas has a refreshing style that means the ideas click and stick. She has distilled her wealth of experience into clear action points that you'll want to tackle today.

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Editorial Review

Review

"This is a breakthrough marketing book for small businesses. It ditches all the fluff and nonsense and gives a business owner exactly what they need to get their marketing in gear. You'll want to read it with a pen in hand because you will have ideas to put into action on every single page." -- Mark Mason, CEO, Mubaloo

"Watertight Marketing is brilliant. Bryony has delivered a book that is free of jargon and a compelling read that makes you sit up and quickly realise where the holes are in your plans, the potential cost of these holes to your business and ultimately how to fill them and ensure your business is robust and successful." -- Nick Dean, Managing Director, Ad Lib Recruitment

"Any business who is serious about growing needs to read this book. No clap-trap. No padding. It is chocker-block full of great ways to fix your business development processes, systems, copy, plans and activities so you stop leaking profit and see your business grow - the watertight way. As a result of reading this book, I was able to clearly identify why our own business growth has plateaued, and because of the common sense contained in the book will be working to fix that." -- Heather Townsend, author of 'The FT Guide To Business Networking' and co-author of 'How to make partner and still have a life'

"If you're running a small business and think your marketing activity is as good as it can be, read this book. If you think your marketing could be better, read it twice. I've read many books on marketing and got a lot of value from each of them, but this is the one we will be buying to give to each of our clients. No-nonsense wisdom, perfectly pitched to resonate with all small business owners." -- Stephen King, Managing Director, F-works

About the Author

Bryony Thomas is a proven marketing professional, with a passion for helping ambitious entrepreneurs make their marketing pay through her speaking, writing and hands-on consultancy. She has a distinctive no-nonsense style that makes you sit up and take notice, and a real talent for unravelling how marketing delivers sales results. Bryony lives and works in Bristol in the UK. Having occupied senior roles on both sides of the client/agency relationship, Bryony has a unique perspective on the marketing industry that enables her clients to get the most from it. She started her marketing career at just 19, working in telephone fundraising for ActionAid, whilst also studying at the University of Bristol. Following her first marketing role in charity fundraising in the late nineties, Bryony's formative years were spent with multi award-winning business-to-business marketing agency, Mason Zimble. Whilst there, the agency supported her in securing her Chartered Institute of Marketing Diploma - a course that she has since tutored. By 24, she was responsible for the agency's largest account running pan-European campaigns with the likes of IBM, Dell and HP. She went on to lead the pitch team that secured the multi-million pound Microsoft account, which the agency retains to this day. Working freelance for clients including Lloyds TSB, whilst securing an MBA with distinction, Bryony undertook an award-winning strategic customer management project for database specialists ClarityBlue, where she subsequently became Director of Marketing. She's proud to have played a key role in raising the profile of this 200-person business as part of a strategy that saw the company sell to Experian for £85 million in 2006. At just 28, Bryony secured the position of divisional Director of Marketing for the FTSE 100 company, reporting directly to the Board. In 2008, driven by an entrepreneurial spirit and a passion for helping small businesses realise big ideas, she set up a consultancy business, Clear Thought, and has since built a reputation as a compelling business speaker and writer. 2013 sees the launch of her new business - Watertight Marketing - so, watch this space!

Users Review

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