

New book on small business marketing helps decision makers balance work, life



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Press Release Author: Tim Solinger

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Press Release Summary: Book offers 7 key elements for achieving business and personal success.

Press Release Body: Green Bay, Wisconsin – (October 24, 2008) – One of the biggest struggles that small business owners have is finding the right balance between their work and personal lives.

Joe Kiedinger, co-owner and brander-in-chief of Prophit Marketing of Green Bay, Wis., has a solution. In his new book, **The Brander-in-Chief**, Kiedinger gives business owners strategies and practical action steps for achieving increased business and personal success.

Using an entertaining and yet insightful fictionalized format, Kiedinger shares the lessons he has learned from carefully studying businesses of all kinds—lessons that have provided the foundation for his unique, systematic, 7-stage Prophit Marketing system.

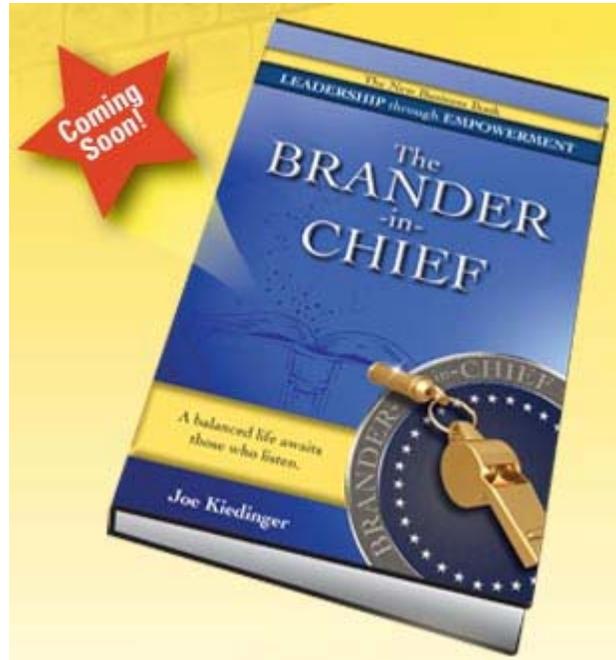
"Small business owners often don't know how to create balance," Kiedinger says. "This book gives them a step-by-step understanding of how to achieve greater balance and increased business and personal success."

To help promote his new book and his agency's marketing approach, Kiedinger is holding "Road Shows" in which he uses entertainment elements

to introduce attendees to his 7-stage process for improved marketing. A former production singer for Carnival Cruise Lines, Kiedinger weaves singing, improvisational bits, audience participation and instructional segments throughout the interactive event.

"I'm very excited about this book and the chance to introduce it to business owners and decision makers," Kiedinger says. "Attendees at our Road Shows will be entertained while also learning some very helpful principles for achieving greater business success and improved work-life balance."

Kiedinger spent a year and a half writing **The Brander-in-Chief**. He says his ideas are based on the very best ideas that he and his staff have gleaned from a careful and ongoing study of successful local and national businesses.



Kiedinger says the best thing about **The Brander-in-Chief** is that its ideas have been tested and proven to work. *"When small businesses invest in improving their cultures and combine this investment with solid strategy and effective advertising, they can compete against anyone, including larger rivals. Our clients that have taken the time to learn and apply this approach are getting results,"* he says.

Copies of **The Brander-in-Chief** can be ordered at www.branderinchief.com

Seven critical elements for improved business success

In **The Brander-in-Chief**, **Joe Kiedinger** shows business decision makers how to better succeed at business and life by understanding and applying these 7 key principles:

Brander-in-Chief – Proper focus on two essential elements—delegation and vision—is critical to becoming a successful servant leader.

Market Viability – Ask the right questions to help create a defined position in the market.

Customer Experience Factor – Communicate to staff "this is how we do it here."

Process Managers and Process Partners – Filling these two crucial roles can jump start a business's rate of improvement faster than any other factor.

Mantra Concept – A business can become stronger by determining how its brand experience is defined by its customers.

Share of Voice – Optimal media penetration is achieved by understanding and applying the principle of frequency over reach, as well as other principles.

Passion – Working with purpose and conviction is what separates good businesses from great ones.

About Joe Kiedinger and Prophit Marketing

Joe Kiedinger is co-owner and Brander-in-Chief of Prophit Marketing (www.prophitmarketing.com), a unique vision-driven marketing organization that helps small to medium-size businesses succeed by adhering to the 7-stage Prophit Marketing System. Joe's message has been heard by many through his unique Prophit Marketing Road Shows, which combine entertainment and instruction in providing audiences with an action plan for success. Joe is also the author of Wisdom on Wednesday (www.wisdomonwednesday.com), an internationally distributed free weekly e-mail newsletter that enlightens and challenges readers to get the most out of their marketing efforts.

Prophit Marketing serves a mix of business-to-consumer and business-to-business clients and has 11 employees. The agency is located at 321 St. George Street in Green Bay.

Web Site: <http://www.branderinchief.com>

Contact Details: Joe Kiedinger
Brander in Chief
Prophit Marketing
321 St. George Street
Green Bay, WI 54302
(920) 217-7610
joek@prophitmarketing.com