

Harness Your Marketing Power!



Achieve sales velocity through practical, persuasive, and systematic marketing using the award-winning Duct Tape Marketing Ultimate Marketing System.



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Do you need Tornado Marketing?



Lack of good, consistent marketing is the #1 reason businesses fail.

But, not every business has the time, dedication, or experience needed to build a marketing and sales process that consistently produces high-impact results.

Much like a tornado needs certain atmospheric conditions to survive; your business needs certain marketing support to survive. This is where the Tornado Marketing Approach comes in. The Tornado Marketing Approach creates a way to capture your sales leads, and funnel them down until they become sales. Just capturing attention is not enough, you need continual touches, continual marketing, and a continual plan.

Tornado Marketing is the process that starts that funnel spinning, creating hooks that pull prospects to the next level of the process.

“Marketing is like investing or working out. With time and consistency, the results become evident. Focus and follow through are the keys to successful marketing.”

Adrienne Machina,
Tornado Marketing, Inc.

See if any of these conditions apply to your business:

- Have you been trying to expand your business to a new geography or new industry?
- Are your sales declining while your sales costs keep increasing?
- Are you just too overloaded with “real work” to pay attention to marketing – even though you know you should?
- Would you like to get started marketing, but just don’t know how?
- Do you have a great solution, but feel lost in the crowd?
- Are you spending money on marketing, but getting little or nothing in return?
- Are you losing deals to inferior competitors?

If you answered YES to any of the above questions, Tornado Marketing can help!

Filling the Sales Funnel



Tornado Marketing is about building a marketing and sales process that consistently produces high-impact results. You are probably already familiar with the sales funnel, where the entire universe is narrowed into a small segment of qualified leads and buyers for your solution. Tornado Marketing is the process that starts that funnel spinning, creating hooks that pull prospects to the next level of the process.

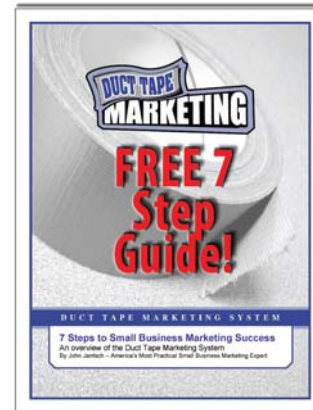
The reason that we standardized our offerings on **Duct Tape Marketing's Ultimate Marketing System** is that Duct Tape Marketing has developed an effective system. Duct Tape Marketing's 7 step approach is designed to make every marketing effort stronger and more effective. When you begin the process with the outcome in mind, and you follow the necessary steps, success is the logical result.

These are the 7 Steps we take to fill your sales funnel.

1. Put Strategy Before Tactics.
2. Narrow Your Market Focus.
3. Be Different, Not Just "Better."
4. Your Marketing Materials Should Educate
5. Lead Generation Is a Two-Step Process
6. Embrace Technology, Especially the Internet
7. Live by the Calendar.

"The difference between blowing air and a tornado is the system. The system creates the power. Similarly, Tornado Marketing is powered by Duct Tape Marketing's Ultimate Marketing System, a proven formula for small business marketing success."

Adrienne Machina,
Tornado Marketing, Inc.



Request your 16-page guide, "The 7 Steps to Small Business Marketing Success" using the sign-up form on our blog at TornadoMktg.com/Blog

The Tornado Marketing Difference



What kind of projects does Tornado Marketing do?

We encourage our clients to go through a strategic planning program before doing tactical work, but we don't make it a requirement. The team at Tornado Marketing can help you with a variety of strategic and tactical marketing initiatives. Call on Tornado Marketing to help with:

- Strategic Marketing Planning
- Monthly "Virtual Marketing Director" Coaching/Consulting
- Campaign Development
- Website / Brochure Design
- Persuasive Copywriting
- Social Media Marketing Strategies
- Blogging
- Google Pay-Per-Click
- Search Engine Optimization
- ...and we'd love to be an expert marketing speaker at your next event!

How is Tornado Marketing different than an ad agency?

Well, for starters, we're a lot less expensive. Ad agencies carry a lot more overhead, and therefore have to charge more to cover those costs. However, there's plenty of room in the sandbox! We regularly work with agencies, either helping them expand as needed, or acting as the client side project manager.

How is Tornado Marketing different than hiring internally?

With Tornado Marketing, you only pay for time spent working on your project. Some projects are fixed bid. Others are hourly or monthly. By using Tornado Marketing, you can flex your capacity for when you're making a big push in marketing, and pull back during the slow time. We can also help mentor your marketing assistants and new hires or augment the skills and time availability of your internal marketing director.

Marketing Coaching and Consulting



Are you a consultant or a coach?

Let's start by defining the difference between a consultant and a coach. Both a coach and a consultant are part of your team, but with different levels of involvement. For example: A coach understands how to play baseball and the essential components needed to create a winning team. They show you the best form for hitting and fielding, and stand by your side as you play the game. A business consultant does all of the above, but will "go to bat" – hitting and fielding when needed. We do both!

We work with all of our clients to determine what the best way to work is (most often it is a combination of coaching and consulting). We want to make sure that we aren't just giving you instructions that you don't know how to follow. The best thing that we can do for our clients is to provide them with the knowledge of how to market their business better and then provide the steps in that direction.

From Inspiration to Execution

Tornado Marketing is the communication conduit between your company and your target audience. You've already invested significant time and money to develop your products and services. Don't stop there! Remember - the "best" product doesn't always win. Marketing is often the differentiator of the market leaders.

Once you've decided to invest in marketing, Tornado Marketing can manage the details. From initial planning all the way through results tracking, Tornado Marketing will make sure your marketing effort is managed for maximum success. We'll help you build a targeted list, craft your messaging, hire the needed third party vendors and stay on top of all the details.

Our Marketing Philosophy

We believe that marketing shouldn't be an event - it should be a habit. We'll help you develop a multi-touch, systematic approach that will generate the results you need.

We can craft plans to take advantage of partner coop dollars or to request special funding from partner organizations.

Marketing Assessments



Sometimes it's difficult to decide where to begin. Our marketing assessments provide a good start. We help you understand where you are today - and point you in the direction of where you'd like to be! Our assessments are designed to give you guidance on how to improve your marketing. You can take our advice and fix your marketing on your own, with us - or with another company.

Initial Consultation - FREE (and really, truly, no obligation!)

We'll spend up to one hour with you and your team, getting an understanding of your toughest marketing challenges. In this hour we can decide if we have a fit - or not. If the job isn't right for us, we can try to point you in the direction of a company that's a better fit. (We have lots of friends, and a wide variety of resources available to us.)

Marketing Material Assessment - \$500

We'll be your "fresh eye" making sure your marketing materials present the very best you. Information grows stale quickly. Logos change. Technology advances. And because you look at these materials every day, you might not notice. Or maybe you notice, but can't find the time to make the needed changes. We'll take a holistic look at your website, brochures, sales collateral and marketing pieces to look for gaps in your materials and messaging. Tornado Marketing will make sure you have a focused message, a targeted audience, and persuasive messaging that will propel your prospects to the next step of the sales process. We'll provide you with a report that clearly shows the gaps and helps you prioritize where to spend future marketing dollars.

Website Assessment - \$500

Many websites are still little more than an online brochure - they don't contain enough offers or prompts to get visitors to contact the company. If someone is looking for your solution, you want to pull them in. Your website can be an effective lead generation mechanism, or credibility building source of information, or a way to reduce support costs - or all three! We'll review your site and provide you with a written report that points out areas for improvement.

Once we have done an analysis of your materials, we can help you to create a marketing kit and/or a website that truly represents your business. We'll also make sure they meet your other goals - whether it's lead generation, customer support, or investor / employee recruitment.

SPECIAL OFFER: Get both and save 10% - only \$900!

Company Marketing Planning



You know what they say – “Failing to Plan is Planning to Fail.” We’ll help you sharpen up your strategic business plans and map them to a realistic, action-oriented marketing plan. We focus on those areas where you’ll get the most “bang for the buck” and make sure that every plan can be realistically carried out in the allotted time.

The Whirlwind Guided Marketing Plan

Our 8-session Whirlwind Guided Marketing Plan (also called the Duct Tape Marketing Catalyst Program!) is a program planned to jump start your marketing. We have combined both coaching and consulting to create a system to get you started on the road to the marketing plan you deserve. It includes:

- Duct Tape Marketing’s Ultimate Marketing System Workbooks & CD’s
- Palo Alto’s Marketing Plan Pro Software
- 8 90-minute sessions to create your system
- Surveying of 5 profitable clients or help conducting industry research
- Review of weekly homework assignments (Requires 4-6 hours of work between sessions)
- Unlimited email support between sessions

The Gale Force Whirlwind Guided Marketing Plan

If you have less time (and more money), our Gale Force Whirlwind Guided Marketing Plan contains all of the elements of the plan above - PLUS:

- Keyword research
- Set-up or refinement of a pay-per-click campaign
- Website and marketing assessment
- Creation of one sales sheet, based on a StockLayout template
- A copy of Template Zone (an easy way to create marketing material)
- A written marketing plan upon completion
- Weekly homework assignments (Requires 2-3 hours of work between sessions.)

Down & Dirty One Day Planning

Creating a marketing plan doesn’t have to take weeks. Sometimes, all we need to get the creative juices flowing is a serious brainstorm and a program to put it all together. In our Down & Dirty One Day Plan, we will meet with you onsite. By the time we leave, you will have a high-level plan for how to execute a marketing plan to kick start your business.

Social Media Marketing



Social Media Marketing Coaching Program

Social media is a whole new world. The rules are different, much different. If you want to take advantage of this wave of the future, you need to understand what you are doing before you jump in. Our Social Media Marketing Coaching Program consists of 6 60-minute sessions, and includes unlimited email support.

Session 1: Welcome to social media!

- In this first meeting, discuss how you can use social media marketing to provide effective search engine optimization, pipeline building, credibility building and lead generation. We'll make sure you clearly understand the rules and the critical elements that will make-or-break your success.

Session 2: Creating the plan.

- Based on your specific goals, we'll create a roadmap for your social media marketing strategy. We'll take baseline measurements, and get an understanding of who, what, why and where we'll be marketing. We'll discuss blogging and video options.

Session 3: Beginning with blogging.

- Understanding whether a blog is right for you. How to find and use other people's blogs. And if you want to host a blog, understanding your options between blogging tools, which plug-ins are must-haves, creating a theme, setting up categories, commenting, and creating a lead generation strategy without selling in your blog.

Session 4: Creating the content.

- Once you know what to do, you have to start doing it. We'll show you easy ways to find and reuse content while adding a fresh spin. We'll also discuss keywords and tagging for maximum SEO effectiveness.

Session 5: Leveraging the tools.

- Best practices for using your blog, LinkedIn, Plaxo, Facebook, YouTube and/or Twitter (depending on the strategy we set).

Session 6: Creating the habit.

- To be effective, you have to engage with social media regularly. It's faster and easier when you have the right tools in place that will allow you to propagate your message to multiple sites with one touch. We'll show you automation tools and how and when to use them.

Monthly Marketing Programs



We're available on a monthly basis to help create your marketing strategies. Our monthly programs start as low as \$500/month, which gives you a preferential rate on your marketing consulting rates.

TORNADO Marketing Direction

If you are looking to create your marketing plan -- or looking for a good amount of marketing execution review -- the Tornado Marketing Direction Plan is perfect for you. For one low monthly price, you get:

- Weekly 60-minute private coaching call (or we can do 90-minutes bi-weekly!)
- Annual Creation/Review/Update of your Marketing Plan
- Advice based on the proven, practical and affordable principles of Duct Tape Marketing
- Unlimited email support
- Limited phone support (We want you to pick up the phone and call if you need us - at no charge!)
- Access 24/7 to Powerful "How-To" Marketing Tutorials
- Discounted consulting rates for copywriting and design
- Exclusive phone interviews with small business experts

TORNADO Marketing Direction + Development

Includes everything in the Tornado Marketing Direction Program, plus 10 hours/month of copywriting and/or design assistance.

DUSTDEVIL Marketing Direction

The DustDevil Marketing Direction Program is a "light program" that puts the marketing direction into the hands of the person who knows your business best...you. It's perfect for companies who need occasional senior-level direction, after your marketing plan is already developed.

This program has many of the features of the Tornado Marketing Direction Program - except we only meet once a month, and support is provided by email-only. However, you are entitled to our preferential consulting rates and can purchase phone support at a discounted rate.

Marketing Workshops



The Marketing Catalyst Program

Our 8-session Mid-week Marketing Makeover Group meets twice a month - either online or at the Sandler Regional Sales Training Center in Irvine, CA.

Not only will you be able to jump-start your marketing, but you have an opportunity to network with your noncompetitive peers in an intimate group setting. With our help, you will be able to create a system to get you started on the road to the marketing plan you deserve. It includes:

- Duct Tape Marketing's Ultimate Marketing System Workbooks & CD's
- Palo Alto's Marketing Plan Pro Software
- 8 90-minute sessions to create your system
- Weekly Homework Assignments
- Unlimited Email Support

With Tornado Marketing's Group Workshops, you get instruction, homework and feedback on how to succeed at these four critical marketing challenges. This is NOT a talking lecture where you get advice you may quickly forget – you get hand-holding and the accountability of a small group. Each session includes a workbook on the specific topic as well as email support in doing your homework assignments.

Following the Duct Tape Marketing's Ultimate Marketing System, we'll help you:

- Differentiate and Dominate
- Create Magnificent Marketing Materials
- Create a Lead Generation Machine
- and Harness the Internet

Join Our Next Session!

Group Forming Now!

Call or Email for details!

949-743-1444 x102

tornado@tornadomktg.com

In-Credible Copywriting



Writing is as much 'just words' as music is 'just notes'!

When it comes to business correspondence, you probably consider yourself a decent writer. You probably are! But don't make the mistake of thinking that because you can write, that you should write your marketing materials. People who are good writers don't always make good copywriters.

Copywriting is writing to persuade. In-credible copywriting is powerful and persuasive, yet very credible as well. Professional service firms need to strike the right balance - and never forget that communicating their credibility is probably the most important aspect to their business. We use a powerful writing technique called persuasion architecture, which naturally pulls people in, and compels them to take the next step. What type of projects do we work on?

Websites

Next to your people, your website is probably the most important way your target audience will learn who you are and what you do. We'll help you capture the attention of search engines and humans too!

Proposals

Your prospect knows you. Do the board members? A proposal shows your value to all.

Presentations

Death by PowerPoint? No way! We'll work with you to define your selling points for the targeted audience and polish your presentation to create a professional image.

Case Studies, Sell Sheets and Marketing Collateral

You may be phenomenal at what you do, but you need to prove it. Let us help you create magnificent marketing materials that will communicate your value in the most professional manner.

Call for a custom quote on your next copywriting project!

Speaking Engagements



Adrienne Machina is an in-demand speaker on a variety of marketing topics. Funny, engaging, smart and no-nonsense - Adrienne Machina will inspire your attendees to start marketing their businesses better - and to get started NOW! She'll share her many time and money saving tips to marketing smarter!

Duct Tape Marketing's 7 Steps to Marketing Success

Marketing is a top concern for small businesses. And no wonder - many businesses fail because they don't have an effective marketing SYSTEM. What are you doing to generate QUALIFIED LEADS? How do you get people to know, like and trust you? In this 60-90 minute session, Adrienne will share with you the 7 basic steps for marketing success. Based on the principles of John Jantsch's Duct Tape Marketing book, blog and workbooks, Adrienne will share with you a system that's been effective for thousands of small businesses.

Social Media Marketing

What's all the buzz about? Are you on Twitter, FaceBook and LinkedIn? Do you blog? Do you want to understand what social media marketing really is - and if it's right for you? In this 60-90 minute session, we'll tell you the 7 main reasons to use these tools. We'll also give you the 5 major etiquette tips that you need to know before you begin.

Duct Tape Marketing Workshops

Half and full day working sessions designed to facilitate the completion of strategic marketing analysis and marketing tactics. Participants will utilize workbooks and other tools to take meaningful steps towards marketing implementation.

- ❑ **Harness the Internet** Marketers who attend this workshop discover the best ways to use web sites, blogs, search engine optimization, pay per click advertising, local search and other Internet technologies to automate the lead generation, and customer service functions.
- ❑ **Creating the small business marketing plan** Utilizing the Duct Tape Marketing principles, participants will learn how to create a simple, strategy-focused marketing plan.
- ❑ **Creating a Lead Generation Machine** Each participant will discover how to create a low-cost, high-return lead generation plan that involves the use of advertising, public relations and referral marketing.
- ❑ **Lead Conversion without Selling** A popular workshop that teaches a powerful, no sales oriented, way to turn prospects into clients and clients into referral sources.
- ❑ **The Referral Marketing System** Participants will discover how to create a systematic approach to lead generation by way of referral.

About Adrienne Machina



The Marketing Machine

Adrienne is the Chief Velocity Officer of Tornado Marketing, Inc. (www.tornadomktg.com) and an Authorized Duct Tape Marketing Coach. Adrienne has spent over 15 years helping software companies and professional service firms find their niche and systematically grow their businesses through effective marketing programs and persuasive messaging. Having worked in both the EMC and Microsoft (Dynamics) channels, Adrienne provides valuable insight into how to market a complex solution and appeal to technology buyers. Her clients appreciate her practical advice and value-driven approach to marketing. With Adrienne on your team, you'll differentiate from your competitors, consistently draw in your best prospects, and close more deals.

Tornado Marketing's expertise includes:

- Duct Tape Marketing 1:1 and Group Coaching
- Strategic Marketing Planning
- Lead Generation and Prospect/Customer Nurturing
- Marketing Project Management
- Speaking and Marketing Training
- Copywriting and Collateral Development



Duct Tape Marketing



What is Duct Tape Marketing?

According to John Jantsch, the author of Duct Tape Marketing, "Duct Tape Marketing® is the first small business marketing program that treats marketing as an integrated system." At the core of the system is a series of steps and strategies, in various stages that any business, regardless of size, can use to finally produce stunning returns from a consistent marketing effort. That's why Duct Tape Marketing has been called the World's Most Practical Small Business Marketing.

Duct Tape Marketing is more than a book; it is a revolution in the way a business functions. We have created a 8-session coaching program that combines the Duct Tape Marketing strategies and the Tornado Marketing background to provide you with an in-depth analysis of your marketing and company. With your goals in mind, we will help you take advantage of the stickiest marketing techniques available, fill your sales funnel and keep it full.

Mixed Metaphors, Singular Philosophy.

Duct Tape Marketing

- Simple, Effective Systematic Marketing
- Provides the Framework for Systematizing the Marketing Process
- Coaching Process to Enable You to Market

Tornado Marketing

- Simple, Effective Systematic Marketing
- Focused on Challenges of Relationship-Based Sales for Professional Services Companies
- Coaching, Consulting and Copywriting

The Duct Tape Marketing Blog was chosen as a Forbes favorite for small business and marketing and is a Harvard Business School featured marketing site. His blog was also chosen as "Best Small Business Marketing Blog" in 2004, 2005 and 2006 by the readers of Marketing Sherpa.

"John Jantsch has a real knack for boiling marketing for the small business down to simple but highly practical action steps. His material is inspirational, motivational and always full of real-world information."

**Ken Yancey,
CEO of SCORE**

Get Rewarded for Referrals



Just as you probably get your best clients through referrals - so do we! By referring Tornado Marketing to a fellow business owner, you can help them realize their potential, plus you can earn a referral reward in cold hard cash.

How to Spot Our Ideal Customer

Our ideal customer feels like “a best kept secret” - if they could only just get in front of the right people, they could close more business. The people who attend our workshops and use our coaching and consulting services usually fit the following criteria. They are:

- Small businesses with 5-50 employees
- Professional-services company; often technical (we have LOTS of experience with channel sales, VARs, & ISVs)
- Outwardly very successful, an “expert” at what they do
- Motivated to market their business, wanting a consistent flow of business
- Want to take better advantage of the internet

How to Best Communicate What We Do

The foundation of Tornado Marketing is the Duct Tape Marketing System, an approach that provides a systematic way to focus your marketing dollars by helping you differentiate from your competitors, and consistently draw in your best prospects. We are dedicated to helping small businesses and professional services companies achieve sales velocity through workshops, training, speaking and consulting.

How The Customer Referral Process Works

After we receive your referral, we will call the person directly. During this initial conversation, we will talk about the nature of their business, and the problems they are experiencing. Typically, we follow up the phone call by sending them our marketing kit and a report titled – 7 Steps to Small Business Marketing Success. If they choose to hire us, you will receive 10% of the first contract on any of our services:

- 10% for one-year for Virtual Marketing Direction clients
- 10% of the first contract on other services

It's a WIN-WIN-WIN! Contact us for further details.

Our Make an Impact Pledge



We know that when it comes to choosing a marketing consultant, there are a lot of things to consider. You want to work with someone that you can trust, that you know the work will be done right, and done well.

Because of this, we pledge that our services and results will make an impact. From our marketing consulting to our marketing classes, we stand behind the work that we do. We will work with you to make sure that our work is completed and held to the highest standards.

With that said, we know that you will be satisfied with our work and the results that you achieve. When you are, we would like to ask that you pass along our business card (we would be happy to provide you with a few) to any businesses you know that deserve to have a great marketing strategy as well.

What Our Clients Have to Say



"Adrienne Machina proved to be a huge force in two of our biggest marketing projects to date. Her energy and enthusiasm is infectious. She was able to steer us in the right direction, while still maintaining the essence of our company. Adrienne took the time to understand what we wanted and helped us to formulate a plan to execute. She is a never ending resource for ideas and her assistance was invaluable. We look forward to a long relationship with Tornado Marketing filled with positive growth."

Brad Bogart, President
www.BogartConstruction.com

"Adrienne provided an excellent review of our current website, marketing plan and overall approach to marketing. Her results found several keys areas that were lacking and allowed us to transform our website into a lead generation station. We jumped to the top of the SEO rankings and found more traffic and hits to some of our key marketing campaigns. It unified our approach to the channel and helped branded our company name. Her professionalism, company and overall knowledge are priceless! Contact her today to get your website and marketing working for you."

Guiseppe Ianni, Sales
www.Azox.com

"Did you ever have a hard time starting to write a recommendation on someone because you did not know where to start? Adrienne is like that. Adrienne has provided marketing services to Njevity for several months now and we are blessed to have found her. She is a personable and very creative marketing expert with high integrity who provides her clients with excellent work, on-time and with great value. No hesitation from me in recommending Adrienne."

Alan Baumbach, Sales
www.Njevity.com