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FEED THE STARTUP BEAST

**A 7-Step Guide To Big, Hairy,
Outrageous Sales Growth**

By Drew Williams and Jonathan Verney

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“Williams and Verney have written the operating manual for driving market share and revenue in the twenty-first century.”

—Christine Crandell, chief experience innovator, New Business Strategies, forbes.com and huffingtonpost.com blogger

**NEW BOOK DELIVERS BREAKTHROUGH STRATEGIES
FOR FUELING BIG, HAIRY, OUTRAGEOUS BUSINESS GROWTH**

With Its Free, Downloadable Marketing Software, FEED THE STARTUP BEAST Is An Indispensable Guide For Entrepreneurial Success

“If you want to achieve success beyond your wildest dreams, you need an intensive action plan, a roadmap with a clear focus and a compelling purpose. You need something concrete that will transform your marketing and help turn it into the most powerful weapon your business has ever had. That’s what this book is all about,” write Drew Williams and Jonathan Verney in **FEED THE STARUP BEAST** (McGraw-Hill, August 2013). As a complement to the book, the authors provide a free, downloadable software plug-in at www.feedthebeast.biz that readers can use to scale their marketing for breakthrough growth.

“There’s never been a better time to be a growth-oriented entrepreneur – provided you’re willing to embrace the digital world in innovative new ways,” they say. The Internet has leveled the playing field. Today, marketing success is no longer about having the deepest pockets. Rather, it’s about having great information, great tools, and the ability to learn what customers really need.

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Comparing businesses to “beasts” that demand constant feeding, Williams and Verney introduce a seven-step process that blends today’s best marketing practices into a simple, repeatable sequence that focuses on customers’ needs. “Marketing doesn’t have to be complicated,” they write in **FEED THE STARTUP BEAST**. “No matter what you’ve heard. In a world of shiny objects (the latest technology innovation goes here) and hyper competition (good ideas travel faster than ever), the basics still apply: buyers have pains, and if those pains are big enough, buyers will pay to have those pains resolved.” Here are the seven steps that will lead to big, hairy, outrageous growth.

Ask – Ask the right question. The authors reveal how to use one question to survey your customers. Before you spend one dollar on marketing, you need to confirm that your beast is providing great service and products, and that your customers are truly fans.

Listen – Marketing success isn’t about having the deepest pockets. It’s about making sure your beast has a great pair of ears to capture customer insights that other companies ignore.

Focus – Focus your resources on your website and turn it into the beating heart of your marketing universe. The authors reveal the secrets to developing a compelling website and landing pages that engage and convert prospects.

Attract – Most of today’s business buyers begin their search on the web. Learn how to make yourself visible, valuable, and findable to search engines and social media sites so prospects find you first, rather than your competitors.

Pursue – Pursuit is the special sauce of a beastly marketing campaign. The authors provide proprietary advice for developing intrigue – breakthrough campaigns that provide a real “wow” effect.

Nurture – Give your prospects time to get to know you. Nurture them with the right offers at the right time so when they’re ready to buy, they choose you. Turn customers into fans by providing the care and attention they demand – and let them grow your business for you.

Grow! – If you can’t track it, you can’t control it or improve it, and your beast will suffer. By using the free software provided by Williams and Verney, readers will be able to track and measure their big, hairy, outrageous success every step of the way.

Williams and Verney view the seven-step process in **FEED THE STARTUP BEAST** as a marketing flywheel. Completing each step causes the wheel to rotate with increasing speed and energy. Once the process is fully implemented, savvy entrepreneurs can continue the momentum by going back to the beginning, involving their customers' insights in their business, focusing on their strategy, and ushering in a rich flow of engaged prospects. "Out of these seven steps, you'll have forged a marketing system that lets you do more with less and, in doing so, build an unbeatable Beast that is your business," the authors maintain.

As Brad Feld, Managing Director of the Foundry Group, says in the book's Foreword, "If you are an entrepreneur . . . I suggest that one of the guides you carry around in your back pocket is **FEED THE STARTUP BEAST**. When the beast is fed, the world becomes a less uncertain place."

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ABOUT THE AUTHORS

Drew Williams is a serial entrepreneur who sold one of his businesses for eight figures. He has served as head of marketing for several multi-billion-dollar companies and is currently managing partner at nuRevenue Partners. Visit the **FEED THE BEAST** blog at www.feedthebeast.biz/blog

Jonathan Verney is president of the Corporate Storyteller Inc., a story-driven communications agency, and coauthor of *Live Well, Retire Well*. His passion is helping entrepreneurs and businesses articulate their vision and their story.