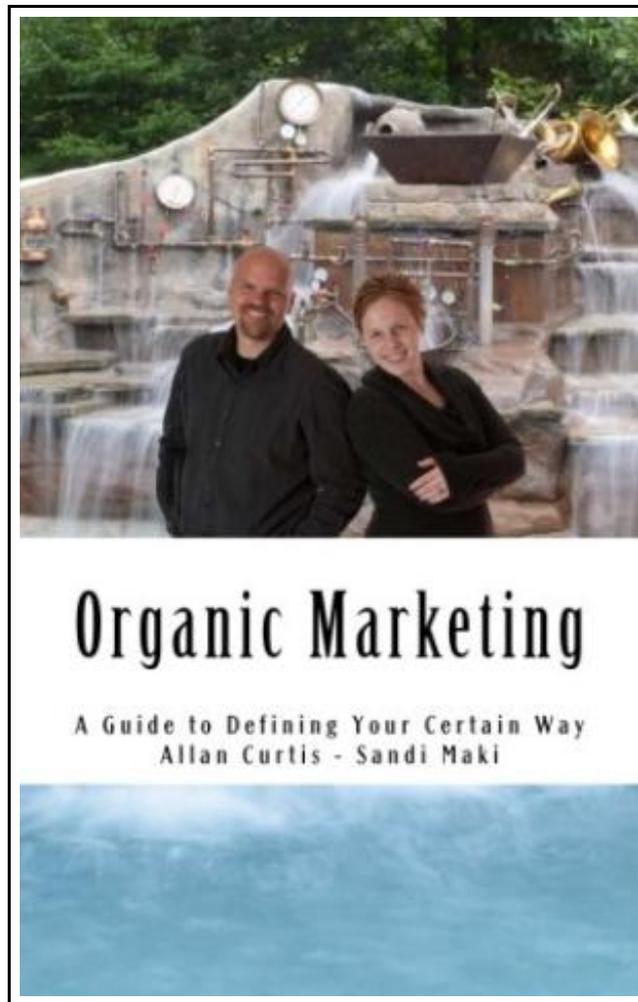


## Organic Marketing: A Guide to Defining Your Certain Way



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Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.It was 20 years ago when Al Curtis, Ask the Pool Guy, became owner of a swimming pool construction/service company. At the age of 26, Al already had seven years of experience in the business and was technically skilled at the work, but was woefully unequipped to handle the business end of things. By sheer grit and determination, Al said yes to most anything, handling every lead and trying to turn every phone call into revenue. Customer service was disorganized, and the crews ran from job to job based on who was complaining the loudest. It was no way to run a business, let alone create long term satisfaction. A few years in and Al had managed to put together some solid and friendly crews, and the business was doing okay. But there was something lacking; there was no special something that set Al s company apart from any other competitor in his market. After nearly a decade of this, Al was ready to let it go and try something new. Around this same time, I came in as a partner, through a series of coincidences that seem improbable in hindsight. We continued to work to grow the company for a few years, then decided to step away from the pool business for a while and create Insights Group, a business networking community of like-minded people all focused on finding a better way to work, to live and to be happy. Then something funny happened. Turning our attention away from the pool business allowed Al to set aside everything he knew and felt about it. And he found that he truly did love the work he was doing;...



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