



DUCT TAPE
MARKETING

John Jantsch

Founder and President of Duct Tape Marketing



John Jantsch is a marketing consultant, speaker, and author of 7 books on marketing and business, including *Duct Tape Marketing* and *The Ultimate Marketing Engine*. He is also the founder of the Duct Tape Marketing Agency Certification Intensive, which trains and licenses agency owners and fractional CMOs to use the Duct Tape Methodology.

Hailed as the world's most practical small business marketing speaker and expert, John Jantsch made a name for himself by turning marketing into a system that starts, first and foremost, with a solid strategy and revolutionized the world of small business marketing.

During his almost three-decade career and as the founder of Duct Tape Marketing, John has helped thousands of businesses, consultants, and agency owners scale their businesses to 6,7, 8, 9 figures and beyond.

As a veteran marketing speaker and workshop leader, John has presented at over 200 successful events and on stages worldwide, including TEDx, Social Media Marketing World, Content Marketing World, and a host of industry and trade-related conferences. In addition, John is the author of 7 books, including *Duct Tape Marketing*, *The Referral Engine*, *The Self-Reliant Entrepreneur*, and *The Ultimate Marketing Engine*.

John is the founder and host of the Duct Tape Marketing Podcast, where he interviews thought leaders, experts, and authors in every field, sharing business marketing tips, strategies, and resources. Past guests include Michael Hyatt, Seth Godin, Gretchen Rubin, Tim Ferriss, Simon

Sinek, Dan Pink, Chip Heath, Tom Peters, Martha Beck, and Ken Blanchard. With over 100K downloads a month, Fast Company dubbed *The Duct Tape Marketing Podcast* "One of the Best Podcasts for Business-Savvy Listeners."

John's insights have appeared in prestigious media outlets, including *The New York Times*, CNN, *The Huffington Post*, Bloomberg, *Fast Company*, *Entrepreneur Magazine*, and *Inc. Magazine*. As the founder of Duct Tape Marketing and the Duct Tape Marketing Agency Certification Intensive and Network, John trains and licenses small business owners, independent consultants, marketing agencies, and Fractional CMOs using the proven Duct Tape Methodology.

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