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## DONNA GUNTER TURBOCHARGE YOUR LOCAL BUSINESS WITH A BOOK

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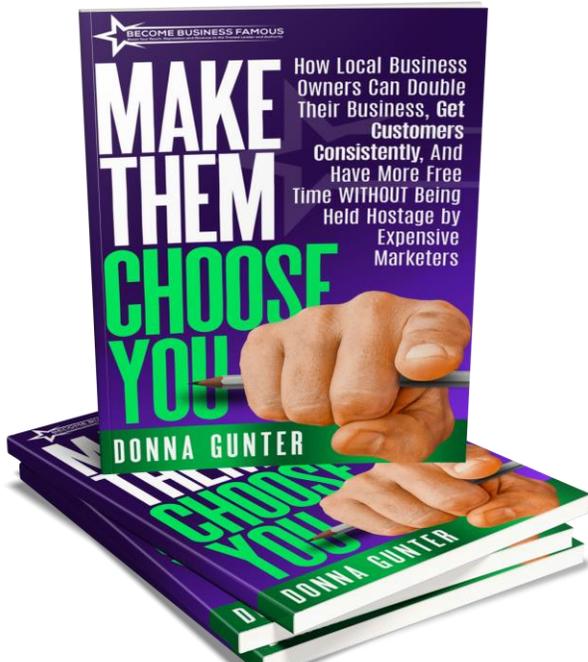
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# DONNA'S BIO

## DONNA GUNTER



Donna Gunter, Amazon #1 best-selling author of *Make Them Choose You*, *Brand Yourself as the Trusted Local Celebrity*, and *Biz Smart Quick Guide: 10 Strategies to Online Visibility for More Traffic, Clicks and Profit!*, helps entrepreneurs, consultants, speakers, coaches and professionals stop the client chase by leveraging their knowledge to gain authority status in their industry. She then dramatically amplifies their message and shows them how to convert the new audience into high-paying customers.

Using her proven Become Business Famous signature seven-step system, she works together with her clients to build powerful personal brands and grow their businesses through speaking, publishing and publicity.

Donna is host of Main Street Mavericks Radio and a writer for *Business Innovators Magazine*.

Donna resides in Orange, TX, with her husband, Eric.

# INTERVIEW TOPIC

***Feel free to use the following description in your show notes, social media posts or any content for publicizing the interview.***

A key ingredient in small business success is getting your prospects to choose you. When you become the obvious choice, prospects start chasing you instead of you chasing them. The lead to prospect to customer conversion process is easier, and the percentage of prospect to customer conversions are much higher. Customers will be eager to refer you to everyone they know.

The secret in making your prospects choose you is pretty easy to do. It's not as difficult as the gurus might tell you. And, when used correctly, it will dramatically position you as the obvious "go to authority." This secret is to become Business Famous by writing your own book.

The book is in a unique format that is specifically designed to start the sales conversation with your perfect prospects by addressing the most common fears, misconceptions, and obstacles that you can help them with. Think of it almost like an introductory meeting you'd have with your perfect prospect.

Your book will be that meeting in a short, easy-to-read format that you can print for a little more than the cost of a brochure and hand out to prospective clients. This book, referred to as a lead-generation book, is an all-star at helping create business and brand domination.

In this chat, you listeners will discover:

- The six biggest ways a book can build your local business
- The single biggest mistake most local business owners make that cripples their book's money-making ability, and how you can avoid it
- The time-tested method local business owners use to write a quality book fast (in as few as 60 minutes)
- The three most effective strategies local business owners use to make money with their book

# INTERVIEW INTRODUCTION

## SUGGESTED INTRODUCTION FOR YOUR EPISODE WITH DONNA



DONNA GUNTER

### **Gunter Pronunciation:**

gun-ter -- just like it's spelled

Can the average local business owner really become the obvious choice for prospects without already being a well-known expert?

Our guest today says, "YES!"

Donna Gunter is the CEO of the consulting firm, BizSmart Media. She's also the host of Main Street Mavericks Radio and has contributed to a number of publications on the topics of authority marketing and personal branding.

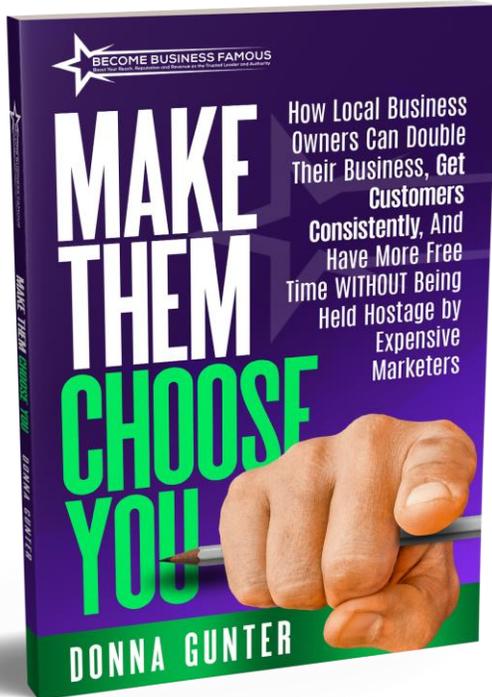
In her best-selling book, *Make Them Choose You: How Local Business Owners Can Double Their Business, Get Customers Consistently, and Have More Free Time WITHOUT Being Held Hostage by Expensive Marketers*, Donna reveals how professionals can leverage their knowledge to gain national media exposure and authority status in their industry and in their community by using the most powerful marketing tool in the world – a lead generation book.

# INTERVIEW QUESTIONS

## SUGGESTED QUESTIONS FOR YOUR INTERVIEW WITH DONNA

- 1 Why would a business owner who operates locally need his/her own book?
- 2 What kinds of businesses does this work for?
- 3 How does a book help a local business grow?
- 4 What is the biggest mistake that local business owners make that cripples their book's money-making ability?
- 5 Isn't the book publication process difficult?
- 6 How can a busy local business owner write a book fast - in as few as 60 minutes?
- 7 What are the top 3 ways a local business owner can use to make money with his/her book?
- 8 There is no question that you and your clients have seen amazing results with your strategy. How can listeners find out more about publishing a book and if it's right for their business?

# BOOK DESCRIPTION



**Author:** Donna Gunter

**Publisher:** BizSmart Publishing

**Website:** [MakeThemChooseYou.com](http://MakeThemChooseYou.com)

**Amazon:** <https://amzn.to/2VUVaK6>

**Discover How to Become Business Famous In Your Community... An Authority So Respected... You May Have to Turn Away 90% of Your New Clients and Customers...Using the Most Powerful Marketing Tool in the World!**

A key ingredient in small business success is getting your prospects to choose you. When you become the obvious choice, prospects start chasing you instead of you chasing them. The lead-to-prospect-to-customer conversion process is easier, and the percentage of prospect-to-customer conversions are much higher. Customers will be eager to refer you to everyone they know.

The secret in making your prospects choose you is pretty easy to do. It's not as difficult as the gurus might tell you. And, when used correctly, it will dramatically position you as the obvious "go to authority." How can you do this? By publishing your own book and becoming Business Famous.

In this book, you'll discover:

- > The six biggest ways a book can build your local business
- > The single biggest mistake most local business owners make that cripples their book's money-making ability, and how you can avoid it
- > The time-tested method local business owners use to write a quality book fast (in as few as 60 minutes)
- > The four most effective strategies local business owners use to get more referrals and customers from a book

# HOT BOOK TOPICS

Here is a quick guide to some popular talking points covered in *Make Them Choose You*

*10 ways your book establishes credibility and authority in your marketplace and make you the obvious choice. (Page 18)*

*How being an educator and advocate for your clients will win every time over any other type of marketing strategy. (Page 24)*

*A sample story of how a dentist makes money from his book by giving it away. (Page 28)*

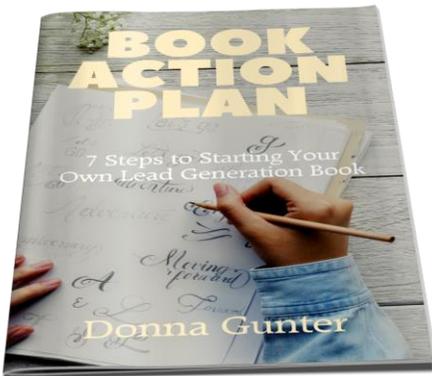
*How to get your book written in as little as 45 minutes. (Page 43)*

*The five most effective ways to increase your referrals and leads in your book distribution process (Pg 59)*

*Choose the perfect topic for your book by answering these seven questions. (Page 68)*

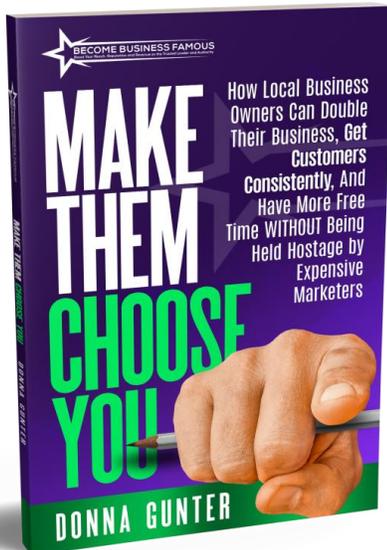
# GIFTS FOR LISTENERS

Here are some suggested but optional gifts that can be mentioned in the interview



You can offer your listeners my FREE REPORT on how to create your Book Action Plan.

<https://www.MakeThemChooseYou.com/bonus>

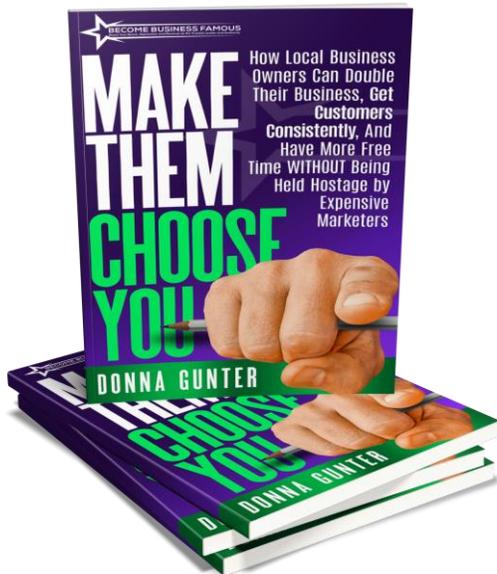
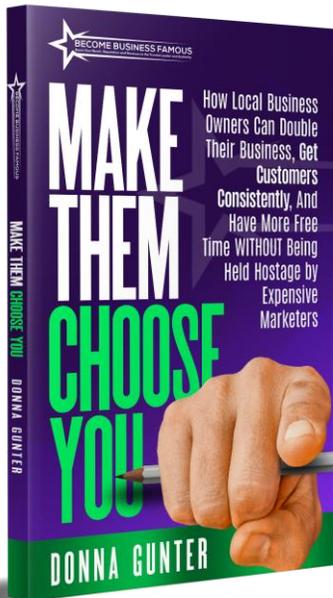


Your listeners can get a FREE COPY of Donna's Best-Selling Book, *Make Them Choose You* in ebook format.

Link will be provided on the day of the interview.

# PROMO IMAGES

CLICK ON IMAGES TO DOWNLOAD HI-RESOLUTION WEB VERSIONS



# PAST INTERVIEWS

CLICK IMAGE TO LISTEN TO PAST EPISODE WITH DONNA

