

FOR IMMEDIATE RELEASE

Contact: Fran Milano, PR Director, 800-445-3437  
Alternate: Rod Rademacher, author, 800-445-3437

## **Would you like to know where the advertising “holes” are before you step in them?**

On the answer to that question hangs the lure of his new book, **Maverick Marketing**, by Rod Rademacher. In teaching you how to market your “LESS than Fortune 500” company, Rod presents lessons from a quarter century of small business warfare – where, as he says, “all the troops are *irregulars* and all the big winners are *mavericks*.”

This book reveals the common sense Maverick principles for getting more results from all your marketing and advertising. Each chapter teaches by example as it relates one of a series of real incidents that happened to real managers in real companies.

Through each story, Rod points out success comes hard, or not at all, when we fail to practice one of a handful of rock solid marketing principles. He discovered each through trial and error over twenty-five years of research.

For instance, one common type of advertising that companies everywhere use is actually the instrument that drives them to bankruptcy. *Maverick Marketing* illustrates how, once managers become ensnared in this trap, they’re afraid to give it up and helplessly watch their ship go down.

You learn how Tex resurrects his “going nowhere” business with another simple strategy that explodes his company into huge sales increases. Then, he blows it all. Because his success seems so natural, he forgets his primary strategy on his next foray into the market.

*Maverick Marketing* will be a favorite of small business owners and managers as they soak up these pithy, easy-to-read episodes: how “pricing right” stages you for success from

the beginning; simplicity – it's power to build king-size profits and a stress-free life; the secret that begets multi-millionaires in unlikely businesses; how to save thousands of expense dollars in one easy hour, and many more.

Rod's 30-years in the trenches in retailing, service business and media management gives him authoritative substance when he presents Maverick methods in his many seminars and writings.

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**Maverick Marketing by Rod Rademacher**

Publisher: Maverick Strategy, July 2005

ISBN 0-9754739-0-5; 112 pages, \$20, Trade Paperback

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Information, cover art, author photo @ [www.Mavericksmallbusinessmarketing.com](http://www.Mavericksmallbusinessmarketing.com)

## Potential Interview Questions

**Rod Rademacher, Author, *Maverick Marketing***

1. Why did you name your book *Maverick Marketing*?
2. You mention in your book that things are not always what they seem in advertising? What did you mean?
3. Why do small businesses need to approach advertising differently from large companies like the Fortune 500?
4. You cited a “hidden killer” of some businesses – one we don’t usually think of. What is it? (Waste)
  - a. The cost of that doesn’t sound like much money compared to total sales. Why is it so important?
5. What’s the biggest daily hurdle for a small business owner?
6. The big chains are taking over. They have so much money, how can little guys compete?
7. What’s an important piece of advice you’d give a small manufacturer – or any small business?
8. Give me one instance in which Maverick advice runs counter to conventional wisdom from other marketers?
9. Who would find this book most interesting?

## **What Professionals Say About *Maverick Marketing***

“Chapter two nails down how Maverick Marketing strategies differ from conventional ideas about advertising and marketing. Small business truly needs a different approach from expensive Madison Avenue methods – and these work with spectacular success.”

**John Cromwell, President  
Retail Mail**

“Rod Rademacher simplifies the otherwise complex challenge of marketing a small business. This book is a blueprint for the creation and execution of a successful business. Listen to Rod Rademacher and do what he says.”

**Rich Hamilton  
Rich Hamilton Associates  
Author of *Disney Magic, Disney Magic  
Ideabook & Internet Business Magic***

“Common sense that’s not so common. This book guides you through truths of business and actually teaches you real-life case examples about how they work.”

**Dean Sorenson  
Radio Broadcast Group CEO**

## About the author



**Rod Rademacher** writes and speaks on advertising, marketing, business and media strategy. His 30-year background in retailing, service business and media management has helped more than 21,000 companies nationwide. He has served as consultant to national and regional trade associations.

He invested more than two millions dollars and thousands of hours to research and perfect the Maverick Marketing Method of strategy and advertising for 186 categories of business.

Rod has a wonderful ability to customize his talks so his audience can relate his ideas directly to their businesses. He presents a fast-moving series of concepts and strategies with a rare combination of fact, humor, and insight so audience members can apply them immediately.

He appears at a number of speaking engagements each year.

**The Maverick Marketing Group** offers seminars and consulting on advertising, sales training, marketing, and media. The consulting group also uses its own Maverick system to design and write ad campaigns and marketing plans on a flat fee basis (they take no media commission) for “LESS Than Fortune 500” clients.

**Maverick Strategy**

**Phone: 800-445-3437 / FAX: 406-363-2399**

**Website: [www.Mavericksmallbusinessmarketing.com](http://www.Mavericksmallbusinessmarketing.com)**

**Email: [fran@Mavericksmallbusinessmarketing.com](mailto:fran@Mavericksmallbusinessmarketing.com)**

**Mail Care of: Maverick Strategy, 495 Dutch Hill Road,  
Hamilton, MT 59840**

## Review Copy/Media Request Form

### Maverick Marketing (the book) by Rod Rademacher

I'd like to schedule an interview with Rod Rademacher. Here are times that work for me

\_\_\_\_\_

Call me! I really want to do a feature about:

- Why small businesses need to approach advertising & marketing differently from the large Fortune 500 types.
- What the "hidden killers" of small business are in marketing and advertising.
- With big chains taking over, how can little guys compete?
- Here's my idea: \_\_\_\_\_

I'm interested in covering *Maverick Marketing*. Please send me a review copy.

I plan a feature/review/other (\_\_\_\_\_) on (date): \_\_\_\_\_

I need the following information to complete my article:

\_\_\_\_\_  
\_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your name: \_\_\_\_\_ Title \_\_\_\_\_

Media Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ [URL:](#) \_\_\_\_\_

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## Feature/Review Status & Confirmation

### Maverick Marketing (the book) by Rod Rademacher

We're excited to hear your interest in *Maverick Marketing* – How to market your “LESS than Fortune 500” company. Please let us know its feature or review status by completing the confirmation information below and faxing it to 406-363-2399.

Regards,  
Fran Milano, PR Director

- I have received *Maverick Marketing*
- I'd like to schedule Rod Rademacher for an interview. Here some times that work for me:

\_\_\_\_\_

- Call me! I want to do a feature about
- Why small businesses need to approach advertising & marketing differently from the large Fortune 500 types.
  - What the “hidden killers” of small business are in marketing and advertising.
  - With big chains taking over, how can little guys compete?
  - Here's my idea: \_\_\_\_\_

- I plan a feature/review/other ( \_\_\_\_\_ ) on (date) \_\_\_\_\_

- I need the following information to complete my article:

\_\_\_\_\_

\_\_\_\_\_

Your name: \_\_\_\_\_ Title \_\_\_\_\_

Media Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ [URL:](#) \_\_\_\_\_

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