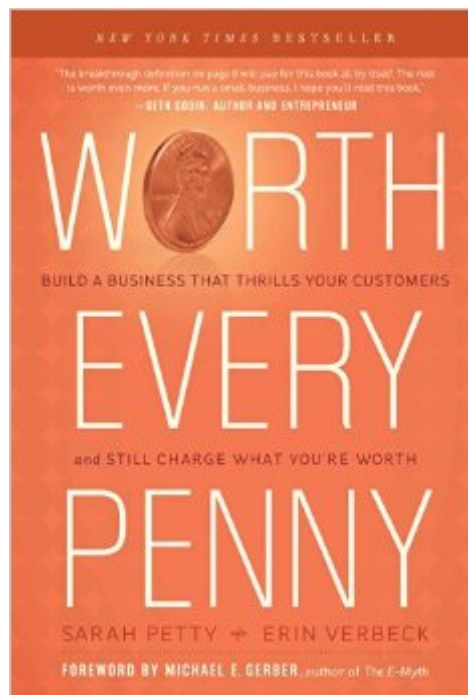




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# Worth Every Penny: Build A Business That Thrills Your Customers And Still Charge What You're Worth



## Synopsis

FROM THE NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER A revelation for small business owners: creating a profitable business is possible without getting into a slash-and-burn price war with your competitors. Many small business owners feel pressure to discount their products and services, especially when times are tough. After all, how else will they keep up with the low prices offered by their discounting competitors? What they don't realize is that discounting is the last thing they should be doing if they want to win big. Sarah Petty and Erin Verbeck are here to show you that there's a radically different way to run a small business-- one in which the owners focus on creating specialized offerings and an over-the-top customer experience, not on matching the prices of their competition. *Worth Every Penny* encourages you to explore and use this model, which is designed to maximize your advantages over the big-box stores and other discounting competitors. You'll learn how to: --Build a brand that lays the foundation for you to charge what your offerings are worth. --Create products, services and high-touch customer experiences to achieve healthy margins and an outspokenly happy and loyal client base. --Understand how to use a pricing strategy that allows you to create demand and attract the right customers instead of discounting. --Throw traditional advertising to the wind and implement a boutique way of marketing to excel in this competitive business environment. --Learn the relationship-based sales skills needed to close every sale and have your clients clamoring for more. The authors' strategies are enhanced by real-life business experiences and vivid anecdotes from all types of business owners--restaurateurs to contractors to professional service providers and photographers. With the advice in *Worth Every Penny*, you will be inspired to live your passion and pass your enthusiasm on to your customers. The result: a profitable business that avoids succumbing to the pressure to discount.

## Book Information

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## Customer Reviews

"The breakthrough definition on page 8 will pay for this book all by itself. The rest is worth even more. If you run a small business, I hope you'll read this book." --Seth Godin, author and entrepreneur "This is a business book that isn't filled with theory or fluff. It lays out a proven way of running a small business that will show you how to get every penny you're worth." --John Jantsch, author of Duct Tape Marketing and The Referral Engine "Sarah and Erin have written a guide to help you create and operate the business you've always dreamed of--one where you can charge what you're really worth! A must-read for every small business owner." --Anita Campbell, CEO of Small Business Trends "Petty and Verbeck clearly demonstrate how any business that follows their blueprint can make price irrelevant by creating an extraordinary customer experience." --John R. DiJulius III, author of What's the Secret: To Providing a World-Class Customer Experience

Sarah Petty is the founder of The Joy of Marketing, where she and her team teach small business owners how to charge what they are worth. Petty began her career in the marketing department at the world's largest brand, Coca-Cola Enterprises, and went on to direct the marketing campaigns of many small businesses at a top regional advertising agency. After earning her MBA, Petty opened her boutique photography studio and was named one of the most profitable photography businesses in the country after just five years in business by the Professional Photographers of America. Petty is also a sought-after speaker, presenting to audiences around the globe on how the boutique business model can strengthen their companies. Erin Verbeck is the Chief Joy Officer at The Joy of Marketing. After developing marketing plans for small business owners in the tourism, beauty, retail, and restaurant industries at a top regional advertising agency, Verbeck went on to earn her MBA from Texas Christian University. She directed the branding and marketing of a handful of the travel industry's top brands at Sabre Travel Network, the parent company of Travelocity, before joining The Joy of Marketing. Verbeck has been featured as a contributor to the Wall Street Journal radio network and The American Express Open Forum as an expert on small business branding and marketing issues.

This book has some good points for your business, but aren't the most novel, mind-blowing ideas. Like all her other materials, she tells stories and can be long-winded. If you want excellent online education, I recommend to invest in the Creative Live courses than buying her stuff. They do a better job of teaching you the fundamentals of running a business, and their videos and e-learning format is SO much user-friendly. BTW: In case any of you are out there and thinking of buying her other marketing tutorials, they are NOT worth it. She repeats herself, and it feels like déjà vu. Only 10% of what she says is helpful and 90% of it is fluff again. Her website is also clunky and outdated, and looks like from the 90s.

I'm a Sarah Petty and the Joy of Marketing fan, so when I heard she was writing a book I assumed it wouldn't be the same information that you can get for basically free on her website, blog and by listening to their sometimes free webinars. This "book" was VERY short. I wouldn't even say it was a book, it would have better been served as a PDF for sale on her website. All info was very entry level. I was hoping by Sarah Petty putting the time and effort into marketing and writing a book, it would be more detailed. Great for those who know nothing about business and pricing themselves accordingly though.

If you've ever participated in any of Sarah Petty's events, you have all the information from this book. There was nothing really new, nothing specific, and the book felt like a written infomercial. Nothing was really given for anyone just starting out and/or trying to find clients. It was a lot of bragging about what she has done to achieve her success and inspirational "You can do this", but no real useful information on HOW to do it.

I really like this book. I wish Sarah would write a book on fine art photography that could help me get some clients. It seems that I picked a really hard form of photography to make a living at. I photograph every day people really like my work but no sales since Jan 2016. Any suggestions would help. Thanks in advance Timothy Tindall

So, yes this is basic BUT I find myself coming back to it over and over again. I am a behavior analyst and have used it to help me formulate my thoughts on my consulting business as well as when we are working on our educational program design. Maybe because I am so 'left brain' this book seems super valuable to me where as it is perhaps more intuitive to the right brainers :) For me it is about reminding me to think like a 'boutique business'.

This book is well worth reading, but at times seems to go on and on. The beginning chapters are very inspiring and I thought I lucked on to a real treasure here. But if you have read other marketing books then you will not find anything new, but many of the ideas are worth repeating and remind you of things you should be doing (we all tend to drift in our marketing so it is nice to be brought back on track) Sarah Petty has an excellent photography business and I wish she had spent more time talking about that. She comments on every business from cookie making, to florists, to book selling even to construction. I read this on my Kindle and I'm not sure whose idea it was but some of the type is not black but a very light gray, almost impossible to read on Kindle's almost as light gray background. Basically this book in a sentence: "treat your customers great, present a clean clear unique image, give a quality product, set up a database, and never compromise your brand with cheap advertising or sales."

Pretty good book. Yes, as some other reviewers have said, much of this is pretty obvious information, but....it's the obvious that eludes us so much of the time. I subscribe Sarah Petty's Joy of Marketing list, and this book brings it all together. All in all, some stuff you should know, some stuff you probably don't know, but definitely worth the kindle price !

I bought this book after being a longtime reader -- and appreciator -- of Sarah Petty and Erin Verbeck's site, "The Joy of Marketing." I've also purchased several of their products and webinar recordings, and I've been a boutique business owner for four years. That being said, I expected this book to go into more detail about how to implement successful boutique strategies and offer concrete steps. Instead, it's more of a primer on what it means to be boutique. If you've done any reading or research on boutique businesses and know the basics -- don't compete on price, differentiate your products, offer outstanding customer service, build relationships with your clients and in your community -- then there may not be much you'll glean from this book that you didn't already know. I read it straight through in under two hours and highlighted a few things in my \$10 Kindle version, but it didn't immediately inspire any new ideas for my business. The best part is probably the "action steps" at the end of each chapter, prompting you to brainstorm ideas to move your business forward. But overall, it wasn't quite what I expected it to be, or significantly different than the authors' content you can find elsewhere.

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