



Sandra Martini, The Automatic Business Coach, Shows Busy Business Owners How to Write Once, Repurpose Always

Sandra Martini, The Automatic Business Coach and Mentor, specializes in teaching small business owners how to implement automated marketing systems. Her complimentary audio seminar, "5 Simple and Easy Ways to Put Your Marketing on AutoPilot," shares her secrets for business owners to generate a waiting list of clients and position themselves as experts in their fields.

Lakeville, MA ([PRWEB](#)) November 11, 2008 -- Sandra Martini, The Automatic Business Coach and Mentor, specializes in teaching small business owners how to implement automated marketing systems. Her complimentary audio seminar, "5 Simple and Easy Ways to Put Your Marketing on AutoPilot," shares her secrets for business owners to generate a waiting list of clients and position themselves as experts in their fields.

"The biggest challenge small business owners and entrepreneurs have today is overwhelm and, with that sense of overwhelm, comes a lack of implementation," says Martini.

She recommends small business owners put their marketing on autopilot so they spend their time and energy doing what they do best - while still consistently marketing their businesses.

To Martini, repurposing is at the heart of any marketing system worth its salt.

"There's no reason the content from one teleseminar shouldn't be repurposed into multiple blog entries, several different articles, a Facebook profile update, a couple press releases, an audio series for your website and also expanded into a new information product," emphasizes Martini.

Repurposing has saved her clients precious time and energy and helped them grow their businesses with ease.

Martini cites examples of clients - including herself - who've successfully automated their marketing, stating they now have more time to accept new clients, hold more teleseminars to build their list, attend more events to make more contacts and even take a well-deserved vacation.

The free audio seminar, "5 Simple and Easy Ways to Put Your Marketing on AutoPilot," is available at: www.SandraMartini.com

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