



Media Information for “The Easy Guide To Internet Marketing”.

February 12th, 2013

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Why “The Easy Guide To Internet Marketing”

For Scott Bourquin, who has built his own companies and worked for others, being spread too thin is an all too familiar problem. He has been there himself, and now helps business owners and startups find their path to success and profits without giving up their life. As a business owner and online marketing expert Scott has learned that there are several problems that many business owners share. There are two critical problems that when overcome, change the business owners life and business for good.

By bringing together internet marketing, website characteristics that work and don't work as well as Social Media Marketing, Scott shows you how to:

- Gain a focused edge on the competition
- Understand your customers better
- Understand how you can provide better solutions at a lower cost.
- Achieve a higher profitability with less work.
- Learn how to spot great marketing
- Learn how to spot bad marketing
- Stay focused on your target customer
- Create a free sales force from your customer base.

If you have been spending money marketing on the internet or online and aren't sure where the money is going or why, this book is for you. This is a symptom of a critical problem in many businesses. If you own a small business and don't have an online marketing strategy, this book will help you build one in just a couple of hours a day and in less than a week.

The methods in this book are the same methods used to achieve triple digit gains for Scott's clients. Put these same methods to work for you today. The strategy you create with will also help you see through one of the critical problems that hold businesses back.

Invest a little in yourself and your business today, and gain a lot in the future.

Author Biography- Scott Bourquin

Scott Bourquin



Scott Bourquin is a Decorated Combat pilot/former Air Force pilot-turned Commercial Pilot. In addition, Scott is an amateur Racing Car Driver. During his military service, Scott served in many capacities, beginning as a Security Policeman retiring 20 years later as a decorated Air Force Reserve KC-10 Instructor Pilot and Combat Veteran. After serving several tours in support of Operations Enduring Freedom and Iraqi Freedom Scott left active service and retired as a reservist. When not flying for the military, Scott was flying as Commercial Pilot for American Airlines, based out of Dallas, TX.

Today as the Chief Focus Coach and CEO of the Bourquin Group, Scott now combines calculated precision required in the cockpit to get people where they want to go and brings it to the world of business and personal growth. Scott helps business owners and managers develop a clear image of their destination and helps them clear the path to get there. He says that just like flying, "It is easier to get there if you know where you are going."

Scott also has worked the 'big league' corporate arena, where he has experience in Business Performance & Consultancy services with a select portfolio of Fortune 500 companies and ambitious start-ups with actual or forecasted multi-million dollar annual revenue. Scott has a track record of helping businesses successfully achieve a sustained revenue growth rate as high as 25% month-over-month.

Scott credits his success to focusing 1st on helping service providers to create "*focus or destination*" so that they specialize in '*one niche offering*' and invest the 5,000 to 10,000 hours required to achieve expert status. Building this core competency is key to online success according to Scott. He educates his clients on e-Commerce, online marketing and lead/traffic conversion rate optimization so that they reach the broadest niche audiences possible, using YouTube, social medias, and other verticals of direct advertising.

Scott holds a degree in Business–Information Resource Management from San José State University. He also has gained hands-on insight into industry best practises in leadership and innovation from former corporate employers, to include the likes of Apple, Cisco and IBM.

Scott is the author of a number of books listed on Amazon, to include: "*So, Now What?*" (2009) and "*How to Market on Facebook for Free*" (2012), which was followed in short succession by "*How to Market on Google for Free*" (2012). An Internet Marketing Authority & Keynote Speaker, Scott has delivered over 100 presentations to date to audiences of up to 250.

Scott is one of those top-performers whose ambition is only matched by his personal drive and stamina to get him wherever he has set his next goal post.

A high energy 'go-getter' and self-confessed adventure seeker, Scott is happiest in the drivers' seat.

Connect with Scott via email at scott@bourquingroup.com and via LinkedIn at: www.linkedin.com/in/scottbourquin and follow him on Twitter @ScottBourquin

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Book Information "The Easy Guide To Internet Marketing"

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Press Release For "The Easy Guide To Internet Marketing"

Huntington Beach, CA, February 12, 2013 -- "Now there is an easy way to get manage your business marketing online, take a lot of the guesswork out of advertising and not feel like you need to be chained to a computer to make it work". It's an easy-to-use method developed and proven by a successful online advertising business, and now you can use it too. "The Easy Guide To Internet Marketing" will help you do just that according to the author, Scott Bourquin, who is also the CEO on an online marketing and publishing company.

"Businesses of all kinds can use the simple system to increase their sales, increase their profit and decrease their costs of marketing online, according to Bourquin. Many of the tools can also help them fine-tune their entire marketing plan to help them make a lot more money and spend less time doing it.

The original version was titled, "How to Market on Facebook For Free" and was released as an e-book only in 2012. The original version is still available as an e-book on Amazon if you don't want the entire book. "The Easy Guide to Internet Marketing" is now available as an e-book or in paperback for your convenience, and all of the critical information from "How to Market on Facebook For Free" is included. Even the step by step checklist for building your foundation on Facebook is included.

If you are looking for an easy way to build and manage your online marketing program, take a look at "The Easy Guide To Internet Marketing". It is 97% of the same methods that the Bourquin Group uses for their customers. Author Scott Bourquin says "The key is being consistent and getting it done, that is really what our customers pay us for. Most of our secrets are in here, lucky for us, most business owners don't have the time to keep doing the work once business picks up. It doesn't take a lot of time, but it takes time, and you must be consistent with your efforts or you lose online momentum."

"Using the Easy Guide will give you more solid footing for your online advertising with less time spent maintaining it because you built it right. You will also get faster and more accurate feedback telling you what your customers think about you, and what you do for them. That information is hard to get any other way. Surveys are always overly optimistic, social media isn't always that way."

"The Easy Guide To Internet Marketing is a must read for all kinds of businesses. Anyone who spends any money on any advertising anywhere, should read this book to help create more effective marketing through a targeted approach."

For additional information about The Easy Guide To Internet Marketing, contact Scott Bourquin at The Bourquin Group LLC at 775-589-2655, www.bourquingroup.com

In addition to online marketing, Scott Bourquin is a business coach and retired military pilot. You can follow him on Facebook at [Facebook.com/ScottBourquin](https://www.facebook.com/ScottBourquin) or on Twitter at twitter.com/scottbourquin or @ScottBourquin.

Scott is also the author of "So Now What?", "How to Market on Facebook for Free" and "How to Market on Google + For Free." He travels around the country teaching about marketing and success in life and business.

For more information about "The Easy Guide To Internet Marketing," or to arrange an interview with Scott Bourquin, please call The Bourquin Group LLC at 775-589-2655, www.bourquingroup.com

Bourquin Group LLC. Advertising & Public Relations is a online advertising and public relations agency established in 2009. Scott Bourquin is also a pilot, author, actor and real estate agent. For additional information, contact Scott Bourquin at 775-589-2655, www.bourquingroup.com

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