



*Looking Forward Our Way*

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## **WHY SMALL BUSINESSES NEED STRATEGY BEFORE MARKETING**

### **RESOURCES AND CONTACT INFORMATION FOR DARLENE:**

Darlene Ziebell

[www.training-darleneziebell.com/](http://www.training-darleneziebell.com/)

<https://www.linkedin.com/in/darlenemziebell/>

Darlene's YouTube Channel

<https://www.youtube.com/channel/UCsNYL0IXYRqEQ9Qyzo0zt0w>

Center for Women Business Owners

<https://www.linkedin.com/groups/3139684/>

**Darlene's Books:**

*The Dangerous Myth of Easy Marketing*

[https://www.amazon.com/Dangerous-Myth-Easy-Marketing-Really/dp/B0GWTZYBWG/ref=sr\\_1\\_1?crid=14YNT2SXWLW7Y&dib=eyJ2IjoiMSJ9.ZXa5UImM8N-CLcq7YLGcOSwt4YfpGZ\\_LQd52uYmEgozGjHj071QN20LucGBJIEps.FCcx5iJF3dSdltGJqYpORM3sXPQNqz1INhKq1XyTSl&dib\\_tag=se&keywords=darlene+ziebell&qid=1777593638&s=books&sprefix=darlene+ziebell%2Cstripbo](https://www.amazon.com/Dangerous-Myth-Easy-Marketing-Really/dp/B0GWTZYBWG/ref=sr_1_1?crid=14YNT2SXWLW7Y&dib=eyJ2IjoiMSJ9.ZXa5UImM8N-CLcq7YLGcOSwt4YfpGZ_LQd52uYmEgozGjHj071QN20LucGBJIEps.FCcx5iJF3dSdltGJqYpORM3sXPQNqz1INhKq1XyTSl&dib_tag=se&keywords=darlene+ziebell&qid=1777593638&s=books&sprefix=darlene+ziebell%2Cstripbooks%2C188&sr=1-1)

[oks%2C188&sr=1-1](https://www.amazon.com/Dangerous-Myth-Easy-Marketing-Really/dp/B0GWTZYBWG/ref=sr_1_1?crid=14YNT2SXWLW7Y&dib=eyJ2IjoiMSJ9.ZXa5UImM8N-CLcq7YLGcOSwt4YfpGZ_LQd52uYmEgozGjHj071QN20LucGBJIEps.FCcx5iJF3dSdltGJqYpORM3sXPQNqz1INhKq1XyTSl&dib_tag=se&keywords=darlene+ziebell&qid=1777593638&s=books&sprefix=darlene+ziebell%2Cstripbo</a><br/><a href=)

*A Dozen Avalanches Threaten Small Business*

[https://www.amazon.com/Dozen-Avalanches-Threaten-Small-](https://www.amazon.com/Dozen-Avalanches-Threaten-Small-Business/dp/0578764040/ref=sr_1_1?crid=2CWZEBHDQJ42W&keywords=darlene+ziebell&qid=1640914963&s=books&sprefix=darlene+ziebell%2Cstripbooks%2C78&sr=1-1)

[Business/dp/0578764040/ref=sr\\_1\\_1?crid=2CWZEBHDQJ42W&keywords=darlene+ziebell&qid=1640914963&s=books&sprefix=darlene+ziebell%2Cstripbooks%2C78&sr=1-1](https://www.amazon.com/Dozen-Avalanches-Threaten-Small-Business/dp/0578764040/ref=sr_1_1?crid=2CWZEBHDQJ42W&keywords=darlene+ziebell&qid=1640914963&s=books&sprefix=darlene+ziebell%2Cstripbooks%2C78&sr=1-1)

*Going Out on A Limb* (out in late 2026)

Join the mailing list for Darlene's new book

*Cleared For Takeoff: How Successful Business Owners Takeoff and Soar*

<https://www.training-darleneziebell.com/opt-in-845ad309-cf62-4ca9-a980-b13290c6db3a>

Help! My Marketing Plan is Sick!

<https://www.training-darleneziebell.com/opt-in-d600ad89-da75-4c90-9c2a-b23a4b0d5f2e>

Darlene's current and upcoming complimentary online and live events

<https://www.training-darleneziebell.com/events>

## OTHER RESOURCES:

National Association of Women Business Owners

<https://www.nawbo.org/>

Ohio Small Business Development Centers

<https://clients.ohiosbdc.ohio.gov/>

SCORE (Senior Core Of Retired Executives)

<https://www.score.org/> [Search using Darlene's name and a list of her webinars will appear]

## PREVIOUS LFLOW PODCASTS WITH DARLENE:

Turnaround Tactics for Struggling Businesses

<https://lookingforwardourway.com/turnaround-tactics-for-struggling-businesses/>

Top Tips For Small Businesses in The New Year with Darlene Ziebell

<https://player.captivate.fm/collection/c939c738-8097-424f-b1b2-ea90b6ffb8ce>

Helping Women Business Owners Avoid Pitfalls with Darlene Ziebell

<https://player.captivate.fm/collection/5ace9542-e974-41d7-8651-7c3807f7072c>

“Nothing Beats Expert Advice”

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<https://lookingforwardourway.com/nothing-beats-expert-advice/>