



About the Author

Dee is a genuine Number 1 bestselling small business marketing author, regarded as one of the most respected and influential marketers in the UK. She's the author of 3 books including: *The 15 Essential Marketing Masterclasses For Your Small Business* (Sept 2013). Rated 'an excellent read' by The Sun Newspaper, CityAM, Elite Business Magazine, winner of the Bookbag nonfiction book award and one of Talk Business Magazines 'Best books of 2013. It's endorsed by The Chartered Institute of Marketing. Her previous book, *The Ultimate Small Business Marketing Book* has sold 20,000 copies to date and remains an Amazon No 1 bestseller. It's now being translated in to Chinese after Dee was offered a publishing deal by CITIC publishing in Beijing. It is also syllabus reading for marketing students at The University of Texas.

Dee is the marketing blogger for Barclays Connector website, the marketing contributor to the Microsoft book *Key Metrics For Business Success* and video blogger for The Institute of Directors. She blogs for The Forum Of Private Businesses, and whichfranchise.com.

Dee is a Fellow of CIM with 30 years' marketing experience most gained working with small businesses. A sales driven marketer, Dee has generated £12million+ sales. She's renowned for her down to earth approach to marketing, for helping small businesses get incredible results on small budgets. Dee's tips are practical; you don't need marketing qualifications to implement them and they cost little – the biggest investment being your time. Dee dispenses marketing tips that work and that generate sales on a shoestring in the real world.

Co-ordinates

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