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Press Release
For Immediate Release

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Dan Kraus Certified for Motivation Factor Training

Leading Results adds a new dimension to small business marketing coaching

Hudson, MA, June 2011 - Dan Kraus, founder and president of Leading Results, Inc was recently recognized for becoming certified as a Motivation Factor facilitator. This certification training is relatively new to the United States and was instructed by Julie Lynch of Uncommon Consulting.

From the most recent brain research, we know that our motivation, our ability to get things done, is rooted in our individual needs and talents. In change and development processes, it is therefore essential to understand and engage factors that drive the individual and the team as they progress towards a shared goal.

"Motivation Factor is a methodology that will help us work with clients to better understand those activities that they find draining and conversely, activities that they get excited about," stated Kraus, "Now, we can better align the tactical marketing plans for our clients that match their skills, needs and talents. Better alignment means more effective execution and results."

Combining Motivation Factor and Duct Tape Marketing will give Leading Results the ability to help clients build more effective, executable marketing plans. More effective because understanding your business purpose, your ideal customer and your core difference is what Duct Tape Marketing is all about, and more executable because the plans are designed to leverage a teams' talents and minimize their weaknesses as uncovered through the Motivation Factor process.

About Leading Results:

Leading Results helps small businesses stop wasting money on marketing that doesn't get results. As Duct Tape Marketing Coaches, they create predictable marketing processes and programs that small businesses can implement with limited staff for unlimited success. Leading Results has offices in Boston, Austin and Philadelphia and clients around the world. For more information on group coaching programs and small business marketing coaching, visit the website at www.LeadingResults.com.

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