

The Guide to Fixing Everything in Brand, Marketing, and

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Synopsis

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Nearly every tech company I talk to is experiencing performance declines from their tried-and-true sales and marketing strategies—the stuff that used to work really well. Many don't know why. Is it the economy? Is it a pandemic hangover? Is it internal execution?

While many don't know why their sales and marketing are in a slump, some others have a general idea about the root cause of the problem. *But they don't know what to do about it.* And each new thing they try deepens their frustration with the current state of their sales and marketing performance.

Were marketing people fired? Was sales leadership replaced? Got a new CEO? Did you rebrand? Did you shift strategies and models? Change your message? Implement new MarTech? Build a new website? Switch agencies? Launch new products? Shift budgets? Bring people back to the office? Send them back home? *And none of it has worked.*

What if I told you that I know why your sales and marketing shit is broken? And what if I told you that I know how to fix it? *Would you believe me?* And then, what if I proceeded to tell you exactly what to do about it?

Well, that's what I do in this book. And it will probably scare the hell out of you. Because what I'm here to tell you is that the way we used to do things in sales and marketing—the way most of us are doing things now—just doesn't work anymore. The “blocking and tackling” era is over, and the road to hell is paved with performance optimizations.

Reader's comments

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