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BUSINESS901 LAUNCHES NEW PROGRAM FOR NONPROFITS CONNECT WITH PERMISSION

Business901 in Fort Wayne, IN has just launched a new nonprofit program called Connect with Permission. This program enables nonprofit organizations to define their core message, identify their target market and ideal clients, and then develop their programs accordingly.

/24-7PressRelease/ - FORT WAYNE, IN, July 17, 2008 - Joe Dager, owner of Business901 in Fort Wayne, IN has just launched a new nonprofit program called Connect with Permission. This program enables nonprofit organizations to define their core message, identify their target market and ideal clients, and then develop their programs accordingly.

The development of a permission based system will provide consistent long-term growth. The 4 month program provides valuable material but the secret is implementing it along the way with a DTM coach. The uniqueness of this program is that it takes a proven system developed by Duct Tape Marketing author John Jantsch and combines it with an authorized DTM Coach, Joe Dager who has re-formatted the content for nonprofit use. "The principles are outlined in a 7-step process that will communicate the basic understanding on how to apply the Connect with Permission program. It offers several tips and tricks that will immediately jump-start a permission based marketing program," says Dager. This guide can be downloaded for a limited time at <http://www.business401.com>. Business901 also host a free six minute webinar on the 2nd and 4th Thursday of each month that describes the Connect with Permission program by outlining the 7-step nonprofit marketing program. The webinar is by invitation only and you may register by sending your contact information to info@business901.com or calling Business901 at 260-438-0411.

The Funding YourNonprofit blog is a gateway to the Business401Nonprofit program, Connect with Permission, which describes how to put these strategies into action. The program offers nonprofits a completely different method on developing long-term funding and performance strategies. "It is practically a turnkey system," says Dager. "The system is perfect for those who are frustrated with the typical methods of obtaining volunteers and fundraising. This system will help organization establish a proven marketing system with supporting organizational structure to make it work."

"It gives a nonprofit a step by step approach for developing their partners and relationships. It does not take the personal side away, it just answers the question, what should I do next?" said Dager. He also added: "We expanded the initial offering of this program to include the implementation of the principles taught throughout the course. The realization that you can spread your message effectively through permission based marketing is a surprise to many of them."

The Connect with Permission program is outlined below:

Month 1: What makes you different?
Discover Your Ideal Target Market
Creating Your Unique Core Message
Image - It's all about the Package

Month 2: Educational Marketing Materials
Educational Marketing
Telling your Story
Case Studies & Testimonials

Month 3: Developing Permission & Follow-up
Advertising
Referral Marketing
Public Relations

Month 4: Using the Internet

Content based Web Site
Building traffic
Blogs, Podcasts, RSS
Social Media

About Business901

Business901, <http://www.business901.com>, uses proven methodologies to enable its customers to build applications in a very short amount of time. The result is increased development speed, higher customer satisfaction and decreased time. Utilizing this method, you spend your time on the need versus the plan. The simplicity of a single flexible model will create clarity for your staff and as a result better execution.