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Brand That Captures Leads and Sales – Mark Anthony Media

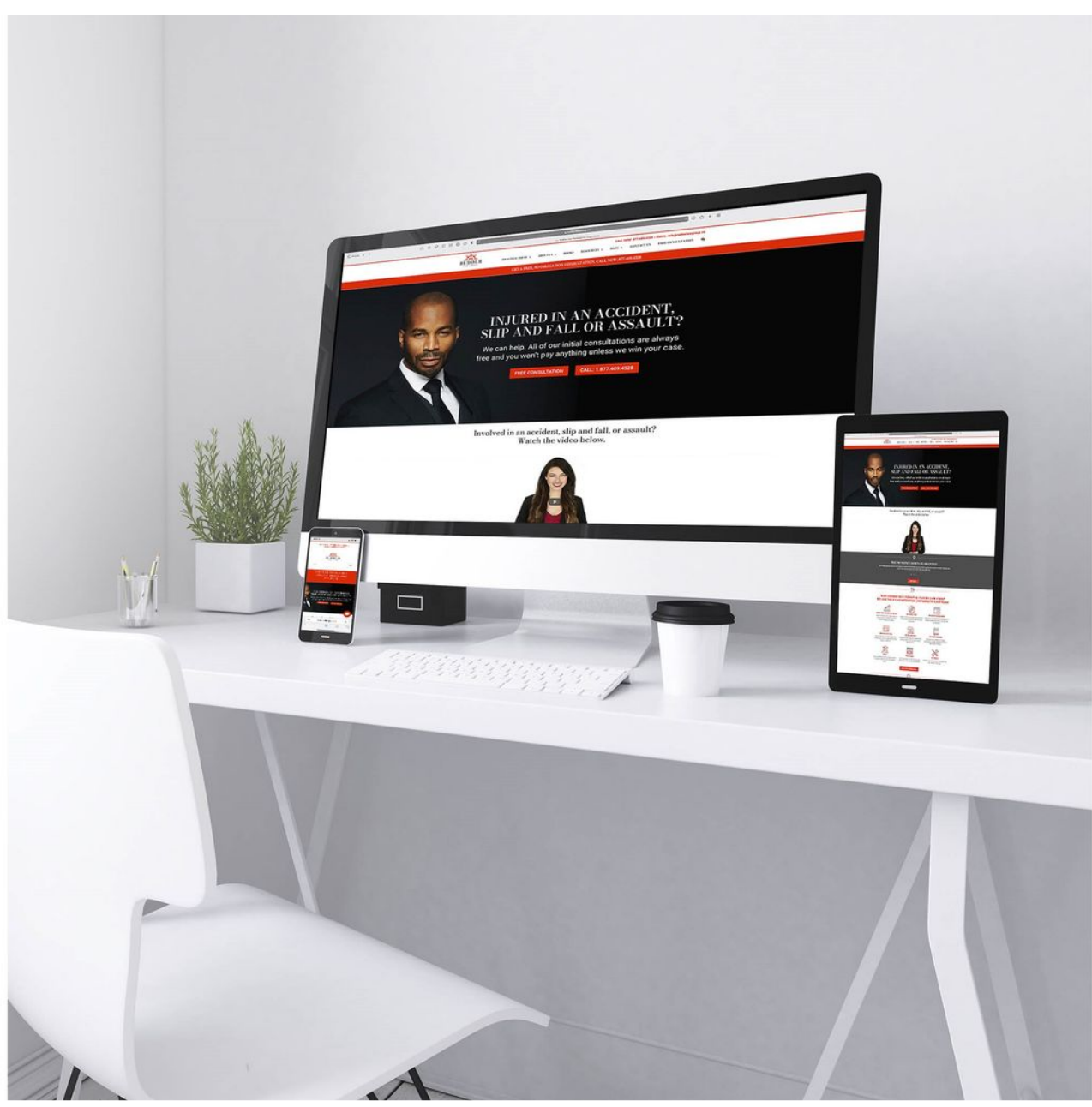
6 hours ago by Team Subkit · 3 min read

Interested in starting your own entrepreneurial journey in business development but unsure what to expect? Then read up on our interview with **Mark Anthony Rudder**, Founder of **Mark Anthony Media**, located in Toronto, ON, Canada.

What's your business, and who are your customers?

My business is called Mark Anthony Media, and we offer digital marketing, website development, branding, design, and printing for small and medium-sized businesses. My business helps clients develop a strong brand that captures leads and sales.

A new division of my company creates marketing tools, templates, and mockups, which are sold as digital downloads for our customers. These products allow our clients to expedite the process by not having to create everything from scratch. They can download one of our products, and they can immediately get creative and not have to worry about the technical aspects.



Tell us about yourself

I first went to school to study Graphic Design and Advertising. From there, I went on to study New Media, which included website design, video, and audio editing, multi-media, and motion graphics. After working for awhile, I went back to study digital marketing, which included paid digital advertising, e-mail marketing, e-commerce, content marketing, social media marketing, search engine optimization, and copywriting.

I've always loved business, and even while I was in school, I started my first freelance business. I would do work for friends and family members and implement the things I was learning in school on their projects.

What's your biggest accomplishment as a business owner?

My biggest accomplishment as a business owner is that I get to help so many deserving entrepreneurs and companies realize their dreams. My business directly helps so many companies build their brands, attract new leads and earn sales.

What's one of the hardest things that comes with being a business owner?

The hardest thing about being a business owner is not getting enough clients or sales. This is the number one problem for any business. Fortunately, my company aims to solve that for companies and my own business. Making sure you have a system in place to consistently get new sales is the most important aspect of any business.

What are the top tips you'd give to anyone looking to start, run and grow a business today?

The three tips I would give any business owner are:

1. Get sales.
You need to have a process that gets new clients consistently and predictably. In addition, you need to get your clients to spend higher amounts of money and also get them to buy more often.
2. Build a system.
It is important that you build a repeatable system that runs your business, so your business can run independently of you. Think of your business as a franchise, even if you don't plan to franchise your business. This system should include every aspect of your business, from getting new leads to fulfilling orders.
3. Scale.
Now that you have a successful repeatable system. You can now scale your business. Scaling and growing your business is important because if you are not scaling, your business is stagnant and dying. Your competitors are scaling, and they may take over your business.

Where can people find you and your business?

Website: <https://www.markanthonymedia.com/>
Facebook: <https://www.facebook.com/markanthonymediaco>
Instagram: <https://www.instagram.com/markanthonymedia/>
Twitter: https://www.twitter.com/marka_media
LinkedIn: <https://www.linkedin.com/company/markanthonymedia/>

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