



Subject: Marketing Resources List

Podcasts:

- “The Shortlist” by Middle of Six Marketing Consultants
<https://www.middleofsix.com/theshortlist>
- “Marketers Take Flight” by Lindsay Divan
<https://www.marketerstakeflight.com/marketers-take-flight-podcast/>

Professional Organizations

- Society for Marketing Professional Services (SMPS) Oregon
<https://www.smps.org/>
- SMPS National
<https://www.smps.org/>

Miscellaneous

- “Help Everybody Every Day” – website by Matt Handal that features blog posts, newsletters, and training opportunities from an experienced A/E/C marketer. He also wrote a book on proposal preparation.
<https://www.helpeverybodyeveryday.com/>
- “Marketers Take Flight” – website by A/E/C marketer Lindsay Divan with blog posts, a podcast, and various marketing-related materials.
<https://www.marketerstakeflight.com/>
- PSMJ – Trainings, blog posts, and various industry-related materials:
[Architecture, Engineering, Construction | PSMJ](https://www.psmj.com/)
- GO Strategies – Marketing and business development consultants who help with marketing, strategic planning, training, and coaching in the industry.
<https://go-strategies.com/>
- Middle of Six – Another A/E/C marketing consultant
<https://www.middleofsix.com/>
- Leo MacLeod – Leadership training, coaching, interview prep for the A/E/C industry:
<https://leomacleod.com/>

Books

- "Rain Making: Attract New Clients No Matter What Your Field" - Ford Harding
- "How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services" - Doug Fletcher/Tom McMakin
- “Proposal Development Secrets” – Matt Handal

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- “Persuasive Business Proposals” – Tom Sant
- “Markendium Domains 1-6” - SMPS