

DUCT TAPE MARKETING 3.0

# UNCHAINED: BREAKING FREE FROM BROKEN MARKETING MODELS

How Small Businesses Can Finally Take Control of Their Marketing, Lead with Strategy, and Scale with AI

BY SARA NAY



## What is *Unchained*?

Let's cut to the chase: *Unchained* is a call to arms for small business owners who are tired of renting their marketing, feeling lost in a maze of agencies, or drowning in chaos. This book isn't just another marketing how-to—it's a blueprint for taking back control, building systems that actually work, and finally creating a business that's scalable, sellable, and free of dependency.

Drawing from over 15 years in the trenches—from intern to CEO—Sara Nay reveals why most small businesses are stuck chasing tactics, burning out, and never truly owning their growth. *Unchained* exposes the broken models, the agency traps, and the myth that more tools or bigger budgets are the answer. Instead, Sara delivers a modern, practical roadmap: strategy-first, system-built, and human-powered.

## The Core Promise

*Unchained* is built on one bold belief:

Small business owners deserve clarity, control, and real freedom—not more chaos.

**Sara wrote *Unchained* with one mission:**

To help small business owners go from confused to in control. To stop outsourcing their power and start building a marketing system that's built for them, by them, and that can grow with them. *Unchained* exposes the broken models, the agency traps, and the myth that more tools or bigger budgets are the answer. Instead, it offers a modern, practical roadmap that is strategy-first, system-built, AI-enhanced, and human-centric. Sara shares everything she's learned over the past 15 years, from agency trenches to AI integration to small business transformation. She makes one thing clear: marketing isn't just tactics and tools, it's how a business breathes. And when it's broken, everything else feels more complicated than it needs to be.



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# The “Unchained” Roadmap

## 1. From Outsourced Chaos to Owned Clarity

Understand why outsourcing without ownership is a recipe for confusion—and how to reclaim your marketing destiny.

## 2. Know Thy Client (Deeply)

Go beyond demographics. Develop true empathy and insight so your marketing finally resonates and converts.

## 3. Message Over Medium

Stop chasing channels. Learn to craft a message so sharp and consistent it cuts through any platform or noise.

## 4. Trust is the New Funnel

Forget impressions—relationships and referrals drive real growth. Learn how to engineer trust at every touchpoint.

## 5. The Anti-Agency Shift

Break free from broken models. Discover the system that puts you—and your team—back in the driver’s seat.

## 6. The Playbook for Owning It

Implement the Marketing Strategy Pyramid and H.A.L.O. Team Model to build a system you can run, scale, and sell.

## 7. From Burnout to Blueprint

Sara shares her own journey (from intern to CEO and through burnout), offering practical tools for sustainable leadership, autonomy, and growth.

## Potential Interview Questions

1. What inspired you to write *Unchained*, and what makes it different from other marketing books?
2. The life is bold: *Unchained*. What are small business owners really breaking free from?
3. You talk a lot about “agency chaos.” What is it, and how did you see it affecting small business owners?



4. Why do you believe that most marketing support is "broken on both sides" - for agencies and business owners alike?
5. Could you explain the Anti-Agency Model and how it transforms the way businesses approach marketing?
6. The book emphasizes "strategy before tactics." Why is this so critical, and how can businesses implement it?
7. Can you walk us through the Marketing Strategy Pyramid framework you introduced?
8. What is the role of a CMO?
9. What are the three "root causes of chaos" you identify in the book?
10. What role does AI play in your frameworks-and how can business owners use it without losing control or authenticity?
11. There's a lot of fear about AI replacing jobs. How does your model flip that narrative?
12. You've held nearly every role at Duct Tape Marketing, from intern to CEO. How did that experience shape your approach in Unchained?
13. What are the most common mistakes you see small businesses make when trying to "fix" their marketing?
14. What does it mean for a business to own their marketing system?
15. If you could outlaw one marketing tactic or trend what would it be?
16. How can founders move from burnout and overwhelm to building a business that is truly scalable and sellable?
17. What are some of your favorite tools or resources included with the book, and how should readers use them?
18. What does success look like for you beyond sales or client wins?
19. If a business owner could only do one thing tomorrow to "unchain" their marketing.
20. Where can listeners go to grab Unchained and dive deeper into your world? should it be?

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