

*Fred Gleeck, information marketer*

## Marantz PMD670: 100 titles and nearly 10,000 sales later, still his tool of choice.

"I fell in love with the PMD670", says Fred Gleeck. Not that he needed much convincing. For the past seven years, PMD audio recorders from Marantz Professional have been at the center of his audio productions-products that account for more than 50% of his unit sales.

But let's start from the beginning. Fred Gleek is the author of the best-selling, "How to Double Your Business on the Web in 90 Days or Less" and ten other "How-To" and business titles. He travels extensively, holding seminars throughout the United States on how to market a wide range of goods and services. From authors, publishers, videographers and filmmakers to catering, consulting, delivery services and other specialties, Gleeck's central focus is educating clients to help them succeed. If he can teach his clients to market successfully, he's done his job.

Naturally, teaching well means communicating effectively, and Gleeck understands that not everyone learns the same way. Says Gleeck, "When you teach, you need to touch on all modes of learning-visual, audio, books, and experiential learning. Many people prefer to learn by listening. That's why I make so many audio products."

In fact, Mr. Gleeck has produced over 100 titles of audio products, selling nearly 10,000 units to date-all using Marantz Professional technology.

Many of Gleeck's products are recordings of in-person or telephone interviews with successful marketers or other topic experts. When he began, the PMD101 was an obvious choice. He was able to record telephone interviews through the built-in RJ-11 jack,



*Fred Gleeck (on the right) using PMD670 recorder with client, Scott Hove (left)*

and the recordings were crystal clear. The built-in microphone provided an extremely convenient way to record in-person interviews.

Once Gleeck saw the power and marketability of audio products, it occurred to him that similar technology could help build other aspects of his business. He imagined selling cassette and CD recordings of his seminars-right there at the event. It was around that time that Marantz Professional introduced the CDR300 portable CD recorder. He says of Marantz, "As soon as I have a need, it seems like they're about to come out with a product that addresses it."

And that, according to Gleeck, is what makes dealing with Marantz Professional different from dealing with the myriad audio vendors available to business professionals.

# PMD670

"They want to hear from their customers-that's the opposite of many vendors." As a result, Gleeck confessed, "They're always one step ahead of me. I end up buying every product they produce that's even tangentially related. I know it will do something I need it to do, even if I don't know what that is yet...The support, accountability, honesty and integrity of the organization won me over."

Of course, Marantz's corporate ethos wouldn't mean much if the products didn't deliver.

And that brings us back to Gleeck's newest love. After using the Marantz PMD101 and CDR300 to create and market dozens of titles, Marantz released the solid-state PMD670, and revolutionized Gleeck's business again.

As he travels the country, Gleeck speaks and teaches for groups as large as 500 people or more-and wherever he goes, he carries the PMD670 with him. "For what it does, it's light and compact", comments Gleeck. And what it does is perform with unmatched versatility. In addition to the multiple Input/Output options that allow the PMD670 to interface with audio gear at almost any venue, Gleeck takes advantage of the multiple compression and recording modes. For many, it is the pristine digital audio quality that sets the PMD670 apart from the competition, but what makes it indispensable for Gleeck is the mp3 compression which allows for spectacularly long record times. In fact, Gleeck will record an entire 3-Day seminar onto a single 256 MB Compact Flash card. When he's done, he drops the card into his Macintosh computer, and creating a final product is a snap. "I use 'Garage Band' to do simple editing", says Gleeck, "It's really easy...then I can sell mp3s by download from the web, or on a CD-ROM, or I can sell [audio] CDs."



*Fred Gleeck speaking at a seminar*

In the end, of course, Gleeck chooses Marantz because it works day in and day out.

"Number one was the durability. [The PMD670 is] tough and rugged and virtually indestructible." Says Gleeck, "When I buy something, I talk to experts who know the market". The expert he spoke to seven years ago sold him on his first Marantz recorder. Durability, versatility, and performance sold him on the rest.

## Fred Gleeck Productions

**Founded:** 1984

**Products:** Audio Recordings, Books, Seminars

**Unique titles to date:** 143 audio recordings for him personally and over 900 for clients

**Markets Served:** Authors, Caterers, Consultants, Independent Filmmakers, Limousine Drivers, Publishers, Self-Storage, Speakers, Video Producers

**Annual Sales:** In excess of 3500 units

**Audio Product Sales:** 1850+

**Website:** [www.fredgleeck.com](http://www.fredgleeck.com)

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1 2 3 4 5 6 7 8 9  
min | max  
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