

Effective advertising can crush your competition and make your company soar. But for most small businesses, understanding advertising is like learning Chinese--difficult at best. Most entrepreneurs don't know what makes a good headline, how to buy printing, or what media to use. And for businesses with limited budgets, advertising specialists cost too much. So who can you turn to for help? Try *151 Quick Ideas for Advertising on a Shoestring*. This invaluable book will give your advertising the lift it needs, at a lower cost. Inside you will learn how to find good customers inexpensively and use superior relationship marketing to keep them buying your products. You'll get ideas in all aspects of advertising, from databases and direct mail to Internet and e-mail. See where you can cut corners, and how to get cheap and even free advertising. Put forth in plain language, these ideas are simple to understand and easy to apply. Just one of these tried and tested tips could save your business thousands and thousands of dollars! Ideas such as: \* Use testimonials in ads. They are credible advocates for your product or service. \* Put a preprinted insert in the newspaper. Its cost efficient and can be used for other marketing. \* Try national cable TV. It is cheaper than local broadcast. \* Run insert cards with magazine ads. They can increase response four to six times. \* Trade your products or services with radio stations for air time, instead of buying it. \* Get a website. It is a global store that is open 24/7, and the consumer expects you will have one. Jean Joachim discovered these secrets and short-cuts from sharp production directors, great sales reps, and savvy marketers who used advertising to build successful businesses. Now these money-saving tips are yours in *151 Quick Ideas for Advertising on a Shoestring*.

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