



MARKETING FOR THE HOME-BASED BUSINESS

Second Edition

by Jeff Davidson, MBA, CMC

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MARKETING FOR THE HOME-BASED BUSINESS

By Jeff Davidson, MBA, CMC

"Just what the doctor ordered if your goal is to market
your home-based business effectively..."

-Brian Tracy, author of *Maximum Achievement*

Downsizing, re-engineering, and dissatisfaction with corporate life has resulted in a spectacular rise in the number of home businesses started every year. Home-based honchos all over America are struggling to make the most of their ideas. This completely revised edition of **MARKETING FOR THE HOME-BASED BUSINESS (February 10, 1999; \$9.95 paperback; 256 pages)** by Jeff Davidson, MBA, CMC provides everything they need to know to project the right image, take advantage of their home status, and compete effectively with companies many times their size.

"With this valuable guidebook,
you will save a lot of time and money
in getting up to speed and moving toward
financial independence."

-Brian Tracy, *Maximum Achievement*

MARKETING FOR THE HOME-BASED BUSINESS features an expanded section on using new technologies to increase the reach of marketing efforts. For example, the book outlines sample telephone and voice mail scripts, and other marketing materials. It also includes useful tips and great advice on setting up a home office for top most efficiency. **MARKETING FOR THE HOME BASED BUSINESS** is an easy guide to create a clear cut plan for running a successful business.

ABOUT THE AUTHOR

JEFF DAVIDSON is an MBA and CMC, who has helped launch hundreds of small businesses nationwide. He has appeared on numerous television and radio programs, and has been profiled in many newspapers, including: *Washington Post*, *Los Angeles Times*, and *The New York Times*. He is also the author of *Marketing your Consulting and Professional Services* (Wiley), and several other books. He lives in Chapel Hill, North Carolina.

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