

# MARKETING FOR THE HOME-BASED BUSINESS

2nd Edition

Jeff Davidson, MBA, CMC

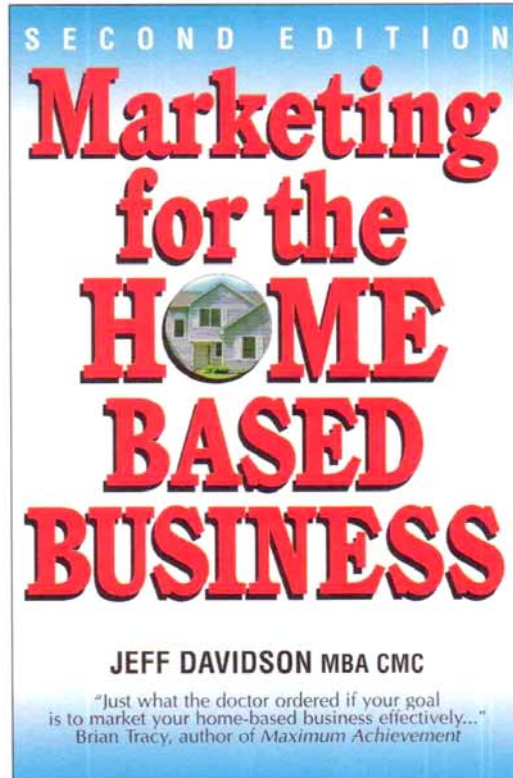
**“With this valuable guidebook, you will save a lot of time and money in getting up to speed and moving toward financial independence.”**

—from the foreword by  
Brian Tracy, author of the  
bestselling *Maximum Achievement*

Downsizing, re-engineering, and dissatisfaction with corporate life have 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, and this completely revised edition of *Marketing for the Home-Based Business* provides everything they need to know to project the right image, take advantage of their home-based status, and compete effectively with companies many times their size.

It features an expanded section on using new technologies to increase the reach of marketing efforts; offers sample telephone and voice mail scripts, and other marketing materials; and includes great advice on setting up a home office for maximum efficiency.

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JEFF DAVIDSON is an MBA and Certified Management Consultant who has helped launch hundreds of small businesses nationwide. He has appeared on numerous TV and radio programs, and has been profiled in many newspapers, including the *Washington Post*, the *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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