

Writer's Digest Book Club Bulletin

Marketing for the Home-Based Business

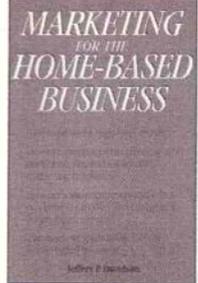
by Jeffrey P. Davidson
Home-based businesses, the *Wall Street Journal* reports, face one problem above all others: the failure to be taken seriously. If you're a commercial or freelance writer working from home, you know what kinds of obstacles that means you must overcome with each new client.

Certified Management Consultant Jeffrey Davidson knows too. He has worked with more than 200 entrepreneurial businesses nationwide, including many start-up businesses. His books, which include *The Marketing Sourcebook*

for *Small Business*, have helped thousands more. Moreover, he works out of a home office himself in the Washington, D.C. area.

What this adds up to is help for you. Davidson's new *Marketing for the Home-Based Business* can bolster the side of your business you may be tempted to neglect: gaining credibility with strong, appropriate marketing. That can mean anything from setting up your office correctly and communicating "what you are" with a logo, letterhead, and brochure, to using telemarketing and fax marketing to enhance your business image.

Davidson offers the benefit of his experience to all home-based



MARKETING FOR THE HOME-BASED BUSINESS

Jeffrey P. Davidson

entrepreneurs, from the tax attorney to the personnel consultant to the freelance copywriter. He gives you reasoned, practiced advice both on how to market yourself aggressively, and when to use tact and caution—including:

- ◆ how to back up your printed marketing materials with other "image" efforts, like letters to the editor
- ◆ how to position your business with a name—keeping your audience in mind
- ◆ what to include in an ad, and when to consider advertising
- ◆ when to consider investing in your own desktop publishing

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