

*"Marketing For The Home-Based Business is an entrepreneur's dream come true. As an 18-year home-based business veteran, I can tell you that Davidson has solved the mystery of what it takes to be successful marketing from home."*

*—Susan Roane, author of How to Work a Room, The Secrets of Savvy Networking, and What Do I Say Next?*

### The essential marketing resource for your home-based businesses

Small business consultant Jeff Davidson offers you expert advice on how to:

- Set up your office for successful marketing
- Find new customers without the hard sell
- Use the telephone like a top telemarketer
- Create a successful image that will attract new business
- Use new technologies to extend the reach of your business
- Attract high-quality employees
- Leverage your limited resources for maximum results

And everything you need to market your home-based business.

"Jeff Davidson is a trendsetter. In *Marketing for the Home Based Business*, Jeff has taken his mountain of wisdom and applied it to the fastest growing segment of the business community. As a practitioner of Home-Based Marketing for decades, he has proven that his strategies work. Learn from him—I have and will continue to do so."

*— Jim Cathcart, author of The Acorn Principle and Relationship Selling, Cathcart Institute, La Jolla, CA*

"Jeff Davidson is masterful at showing you how to easily become an entrepreneur extraordinaire. If you dream of succeeding from home . . . this book is for you."

*— Marcia Wieder, author of Making Your Dreams Come True and Life is But a Dream*

"Lively, clear, informative, accurate, fun, practical, and effective . . . another example of why I'm a rabid Jeff Davidson fan and devour everything he writes."

*— Bob Bly, author of The Perfect Sales Piece and Selling Your Services*

### Completely revised and updated!

With everything a home-based business needs to compete with companies many times its size, *Marketing for the Home Based Business* is the only book you need to make the most of your own business opportunities.



**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* and several other books. He lives in Chapel Hill, North Carolina.

