

MARKETING ON A SHOESTRING

*Low-Cost Tips for Marketing Your
Products or Services*

Jeffrey P. Davidson

For small-business owners and managers with a modest budget, here's a compendium of practical ideas and tips on how to effectively promote any business and spend a minimum amount of time and money doing it.

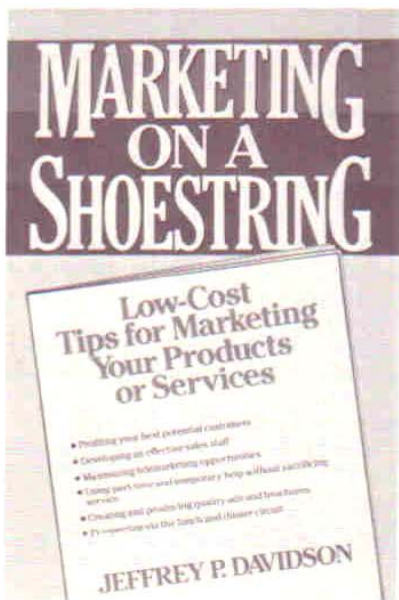
In a down-to-earth, anecdotal style, *Marketing on a Shoestring* lists and describes a wide range of tips on selling, advertising, publicity, and customer service—all geared for low-cost, immediate use. It shows readers how to profile their best potential customers, name their business so as to appeal to the target market, develop an effective sales staff, maximize telemarketing opportunities, and use part-time and temporary help without sacrificing service. *Marketing on a Shoestring* also examines what makes a good ad (and how to create your own with relative ease), how to produce high-quality brochures, how to prospect via the lunch and dinner circuit ... plus information on reciprocal ads, tip clubs, using flyers, mailing pieces, directory listings, and other high-leverage strategies for effective shoestring marketing. Much more than another "101 low-cost ways" to market a business, *Marketing on a Shoestring* offers a complete plan for effective marketing that boosts sales without breaking the budget.

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June 1988 (0 471-63285-6) 6 x 9

256 pp. \$12.95

PAPER



JOHN WILEY & SONS, INC.
605 Third Ave., New York, N.Y. 10158

