

# MARKETING ON A SHOESTRING

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

- Profiling your best potential customers
- Developing an effective sales staff
- Maximizing telemarketing opportunities
- Using part-time and temporary help without sacrificing service
- Creating and producing quality ads and brochures
- Prospecting via the lunch and dinner circuit

**JEFFREY P. DAVIDSON**



"For today's entrepreneur who wants to market effectively but doesn't want to spend a lot to do it. Read this book before you spend another dime on marketing."

—Pam Lontos, professional speaker and author of *Don't Tell Me It's Impossible Until After I've Done It*

"*Marketing on a Shoestring* will help every entrepreneur and small business owner in so many ways. Read it and you'll say, 'Goodbye expensive marketing campaigns—I don't need you!'"

—A. David Silver, author of *The Silver Prescription*

Need to market your products or services, but don't have the funds for a full-fledged marketing campaign? This compendium of practical ideas and tips shows you how to effectively promote your business and spend a *minimum* amount of time and money doing it.

Written by a certified management consultant who has worked with over 225 businesses in sixty different industries and professions, *Marketing on a Shoestring* describes a wide range of attractive, low-cost alternatives for marketing your business.

Jeff Davidson shows you how to attract qualified help for as little as \$5.00 an hour; meet more than 100 prospects in fewer than 36 hours in the course of a year; get maximum bang for your advertising dollar; name your business so as to appeal to the target market; maximize telemarketing opportunities, and much more!

(continued on back flap)