

# WFMR 98.3

Milwaukee's Classical Choice

P.O. Box 147 Menomonee Falls, WI 53051 (414) 255-3100

Client: 31931 DICKENS BOOKS  
For: WILEY; SHOESTRING  
Begin 6/15/88 End 6/16/88  
60 seconds

OWNING AND OPERATING A BUSINESS IS ONE OF THE RISKIEST ENDEAVORS IN WHICH AN INDIVIDUAL CAN ENGAGE, AND IS LIABLE TO CONSUME ONE'S SAVINGS, ENERGY AND SPIRIT. A NEW BOOK AVAILABLE AT THE HARRY W. SCHWARTZ BOOKSHOPS, MARKETING ON A SHOESTRING, IS PERFECT FOR SMALL BUSINESS OWNERS WHO NEED TO EFFECTIVELY PROMOTE A BUSINESS- AND SPEND A MINIMAL AMOUNT OF TIME AND MONEY DOING SO. HERE IN A REFRESHING, ANECDOTAL STYLE IS A COMPENDIUM OF PRACTICAL IDEAS RELATED TO SELLING, ADVERTISING, PUBLICITY AND CUSTOMER SERVICE- ALL GEARED FOR LOW-COST, IMMEDIATE USE. FROM SELECTING THE BEST NAME FOR YOUR BUSINESS, TO PROFILING POTENTIAL CUSTOMERS AND CREATING EYE-CATCHING ADS AND MAILING PIECES. **MARKETING ON A SHOESTRING** OFFERS A COMPLETE PLAN FOR SUCCESSFUL MARKETING THAT WILL INCREASE SALES WITHOUT BREAKING THE BUDGET. JEFFREY DAVIDSON'S **MARKETING ON A SHOESTRING** REVERBERATES WITH COST-SAVING, WINNING MARKETING STRATEGIES AND IS MUST READING FOR THE ENTREPRENEUR. AVAILABLE NOW AT ALL FOUR HARRY W. SCHWARTZ BOOKSHOPS, CELEBRATING A 60 YEAR TRADITION OF PERSONALIZED BOOKSELLING IN MILWAUKEE.



STATION DOCUMENTATION STATEMENT APPROVED BY THE CO-OPERATIVE ADVERTISING COMMITTEE OF THE ASSOCIATION OF NATIONAL ADVERTISERS

This announcement was broadcast 3 times, as entered in the station's program log. The times this announcement was broadcast were billed to this station's client on our invoice number 7131 dated 6/20/88 at his earned rate of:

\$44.00 each for 3 announcements, for a total of \$132.00

*Lisa Holt*

Signature of station official

Lisa Holt

Traffic Manager