

Advertising Costs Getting Too High? Start Your Own Ad Co-op!

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**Advertising Costs Getting Too High? Start Your Own Ad Co-op!**

**By Diane Hughes**

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Everyone knows that advertising is essential to growing a business. One problem that small business owners have always faced is the high cost of marketing. Most, however don't realize that there is an effective way to reduce the cost of your advertising while – at the same time – increasing its reach.

Advertising co-ops are nothing new. Usually they are a "perk" offered by major manufacturers to encourage retailers to promote their products. Because the retailer has direct access to customers that would want to buy certain products, it only makes sense that they should do joint advertising. You've seen it – McDonalds mentioning Coke in their commercials, Dell stating that you get a free Epson printer with purchase and so on.

The retailer doesn't make the product the manufacturer is providing, but it IS a great match with what they DO offer. Nobody would want to eat a Big Mac without something to drink, and a computer wouldn't do a lot of good without a printer.

Now you can use this same strategy to create your own advertising co-op to increase the reach of your ads and drastically reduce the cost, too.

--->> How It Works

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Generally speaking, the cost of any advertisements (bulk emailings, ezine ads, banners, newspaper, etc.) would be split equally between all participants. If you and two associates decide to purchase a solo ad, you would each receive equal mentions in the ad and you would each pay equal portions of the cost.

So if the solo ad were going to a list of 200,000 and cost \$150, each of the three would pay \$50. You get to reach 200,000 people for 1/3 the cost you would have normally paid. And, because this ad relates you to other types of businesses, you actually expand your advertising reach.

### --->> Getting Started

So who would be qualified to enter into an ad co-op with you? It depends on the nature of your business. Think of others that reach your same target customer and make a list. If you design Web sites, you might approach hosting companies, graphic artists, copywriters or programmers. If your business is landscaping, you could invite yard maintenance companies to join you.

Once you have a list of one or more business types, think of current associates you know who belong to those groups. Also, ask others if they know of any reliable businesses that fall into the categories you've outlined.

### --->> Making the Approach

When you have a list of businesses to approach, simply write or email them with your offer. Be sure to point out the benefits such as:

- \* a win-win situation
- \* reduced cost of advertising
- \* expanded reach of advertising
- \* larger, more prominent ads for a fraction of the cost

Also, be sure to ask about the advertising outlets these businesses currently use. You will likely find new avenues that lead to greater exposure.

### --->> Finalizing the Deal

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You'll need to work out payment arrangements with your partners prior to placing the ad(s). The best way I have found to handle the finances is for each party to pay me for their portion of the cost with a credit card. I then place the ad order with MY credit card. This way, you are assured of receiving the dollar amount due to you; and your partners have the assurance that – should you default on your end of the deal – they have recourse for getting their money back.

Working in cooperation with other businesses can lead to tremendous successes with advertising. When like-minded companies pool their resources to reach one target audience, the impact is doubled while the cost is reduced by at least half. That's the best advertising bargain around today!

Diane Hughes is an accomplished internet entrepreneur and editor of the popular ProBizTips Newsletter. You can learn more about Diane and her success in helping many start a home business and make money from home by clicking below: <http://www.marketersdream.com/diane>

### **Home Business, What's So Great About It?**

**By Stephen Warren**

Home Business allows you more time to do what you want.

Home Business gives you more freedom i.e. no more 9–5 job.

Because a Home Business is well.... at Home, you don't have to travel far to get there.

Just come down stairs in your pajamas and get to work right there and then. It's so convenient.

What is this article about?

Basically this is about starting a Home Business, what's involved, what options there are, how much it can cost etc.

I have already described the advantages of having a Home Based Business, so now we will discuss what is involved in starting one up.

When you start working for yourself there are several things you must take into consideration.

How much can I afford to spend on advertising, materials and other costs, can I afford to lose the money I am going to put into this business, where will I get finance from? And a million other things.

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So I will break this down into many small chunks which will make it much easier to digest.

How much money will I need to start this up?

That is entirely dependant upon you and your goals. You should only invest as much money as you can afford to lose, this way, if everything goes wrong you can still live without too much interference.

That aside you must think how much you are going to spend on advertising. To work this out, you should take all of your costs and assign them a percentage of your finance which you will put into them. For example, if you had \$10,000 to start your Business, you could assign 10% to advertising depending on how much everything else costs.

In my opinion you should work out your initial costs first, like rent and materials for example.

Then you can take what's left over and assign it to whatever else you want to spend the money on afterwards.

How can I tell if I can afford to lose the money I invest in my Business?

Very simply estimate the most that the business will cost you and assume that it wont make any money

at all for a month, obviously this will be a big loss, but it will give you an idea of what COULD happen if your very unlucky.

If it looks like way more than you can afford to lose, then don't do it until you are more prepared. But please remember that in business, there is no reward without risk. So if you don't risk your money, then you wont be rewarded.

Do I need finance? And Where can I get it from?

Do you have enough personal savings to start the business you want to? If you don't then you will need external financing.

The place where most people will get there initial financing is the bank. But there are other places and people as well.

Bank:

Mortgage for premises

Loan

Venture capitalists

Grants

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And many more, but the above are the main ones.

I'm sure you know what mortgages and loans are, but chances are, you don't know what a venture capitalist is.

A venture capitalist is someone who contributes financing to a business in exchange for part ownership of the firm. This is ideal if you are starting an expensive business which you might not be able to afford, but expect high profits from.

But be careful, when you give up part ownership you give up some profits.

Stephen Warren is the creator and webmaster of

, a completely

free business and marketing resource which anyone may use.

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10 Ways To Maintain Profits In A Slow Economy  
How Much Per Year Do You spend On Advertising?  
3 Tips to Reduce your Advertising Expenses  
Affiliate Marketing What Is It And Why Use It?

Build Your Own Mail Order Empire  
14 Profitable eBooks  
Power Profits Autoresponder Course  
30 Powerful Business eBooks  
Software Empire



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