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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Should You Advertise on TV?

By BIG Mike McDaniel

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When people discover my background in advertising, the questions flow. One of the most frequent questions is "Should I advertise on TV?"

I can't answer that questions until I ask a number of questions first.

Do you have an advertising plan?

Are you working on a firm budget?

What are you trying to accomplish with your advertising?

Where are you spending your money now?

Usually by the 4th question the happy face becomes one of disappointment.

Contractors don't build a building without a plan, and you shouldn't advertise without a plan. The first action is to determine what you want your advertising to do. Most small and medium businesses do not have the bucks for long term image, so they focus on a call to action or proclaiming benefits (not features).

Can TV do that? Probably. Can you afford it? Probably not. Local TV ads even in the smallest of

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television markets are expensive. You can buy cheap ads, but the cost is factored to the number of viewers. The cheaper the ads, the fewer the viewers. How many folks do you know are glued to the tube at 5:45 AM?

You can get on TV by using the Cable TV in your market. With Cable, you can buy a package that's spread over 15 or more cable channels. Beware the number of viewers and the shoddy production. Get my article "Cable Ads 5 Bucks" by sending a blank eMail to MailTo:CableAds@BigIdeasGroup.com

Some people in business believe you haven't "arrived" until your business is on TV or on a billboard, or both. Funny, I know of hundreds of businesses making big bucks that don't use either.

©2005 BIG Mike McDaniel, All Rights Reserved Mike@BIGIdeasGroup.com BIG Mike is a Small Business Consultant, Professional Speaker and former Major Market TV News Anchor.
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ADVERTISE!

By Barbara J. Kenzik

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ADVERTISE!

Early to bed,
Early to rise,
Work like crazy, and
ADVERTISE!

Do you know what happens when you don't advertise? NOTHING!

With so many kinds of advertising available, how do you know which method fits you and your product? Advertising falls into four basic categories, as follows:

1. Tell People! Simple isn't it. But so many people don't tell people about their product or business. Print advertising is still the most popular

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form, with the internet not far behind. But remember – running an ad once is just a waste of money. It takes anywhere from 4 to 7 publications before an ad registers with the public.

2. Get Publicity! Hopefully you will get the good kind! Write a press release, get your picture in the local paper or on the news, do a radio interview, sponsor an event. Anytime you become visible, you get publicity.

3. Demonstrating. Vacuum cleaners, cosmetics, auto test drives, home parties. If your product can be demonstrated successfully, it is as good as sold.

4. Personal contacts. Selling insurance, cars or selling at a flea market are examples of personal contact is necessary to make the sale, (unlike mail order or internet sales).

Test. Test. Test. When you find what works, stick with it. Good Luck!

Barbara Kenzik is a sales rep and markets 3 and 4 day vacation packages for Coastal Vacations. If you would like to find out more about Coastal Vacations and their business opportunity visit www.coastalsuccess.net/barbara/look.asp or email bkenzik@bellsouth.net



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