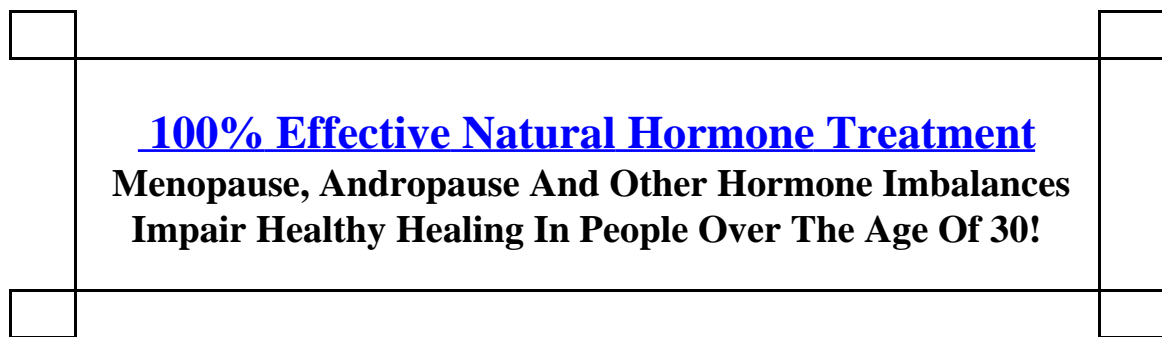


WARNING to Home Based and Small Business Who Want to Buy Television Cable Advertising

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By Dr. Letitia S. Wright, D.C.

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Most small businesses will not even try to advertise on television. It's too expensive and the audience is too broad. The ads on television are not targeted enough. Think back to the last time your entire family was gathered around a television set. It was fun family time, but think of how different each member of your family is. The children at different ages want different things. The parents depending on their age and occupations could be concerned with wildly differing issues. Was there a grandparent or aunt or uncle there too? Each person has entirely different attitude and interests, yet the commercial was tailored for only one person out of that group. The message is wasted on the rest of the family who don't care about the product or the problem it solves.

There are ways that a small business and even a home based business can get on television and get their message to the market they are after. First of all, know your client. Know everything you can about who you are selling to. If you think your product is for everyone, this article will not help you. If you know everything about your target market, you will know where to find them. Where they hang out, what they read, eat, wear and watch. Who influences them, who angers them, who inspires them, who informs them. That where you want to be also. On television, check out the shows and cable channels that speak to your audience. For my show, The Wright Place TV Show, Lifetime, O network and WE channel are where a lot of my viewers will also be.

Dr. Wright is a Stevie Award Finalist for 2004 and the host of The Wright Place TM TV Show seen in 5 million homes in Southern California and on the internet at www.wrightplacetv.com. Get Your Free Special Report: 19 Secrets To Effective Television Advertising That Cable Companies Don't Want You

To Know by emailing info1080-91878@autocontractor.com

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 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

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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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