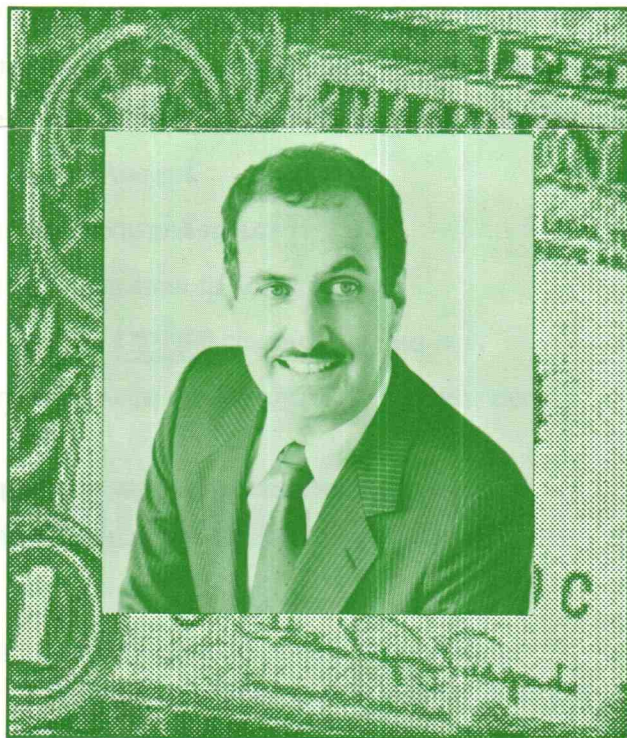


Marketing on a Shoestring

Presented at the Cathedral Hill Hotel,
A Quality Hotel

1101 Van Ness Avenue at Geary
San Francisco

JEFF DAVIDSON, MBA, CMC, is the award-winning author of 18 books, including *Marketing on a Shoestring* and *The Marketing Sourcebook*. He is a certified management consultant and appears frequently on radio and television programs such as *It's Your Business*, *Nation's Business Today* and *It's Your Money*. His latest book is *Breathing Space: Living and Working at a Comfortable Pace in a Sped-Up Society*.



Can you
increase
marketing
effectiveness
while keeping
expenses
low?

Yes!

MARKETING ON A SHOESTRING

is both a frame of mind and a set of principles for active execution. This seminar will focus on basic strategies for effective, successful marketing — strategies that can be put to use without any previous marketing experience.

MANY BUSINESSES LACK the funds and other resources necessary to effectively market their business. Marketing plans are often non-existent. And, though we live in a media driven era, effective use of the media for marketing is beyond the reach of many businesses. Marketing on a shoestring is an alternative for those who need to maintain a professional image and execute a dynamic marketing campaign, but don't have the funds or, for those who do, who would be happy to hear of low-cost alternatives.

THIS SEMINAR will provide proven, practical, yet highly professional marketing strategies, techniques and tips.

ATTEND THIS SEMINAR AND YOU'LL LEARN...

Thursday,
February 3, 1994

Registration and
continental breakfast:
8:30 - 9:00 a.m.

Seminar:
9:00 a.m. - 12:30 p.m.

The Cathedral Hill Hotel,
A Quality Hotel
1101 Van Ness Avenue
San Francisco

Information:
415/227-2666

- ✓ Whether to focus on several market niches . . . or just one
- ✓ Who is likely to be your **BEST** customer — and why
- ✓ **FIVE** low-cost ways to research your targets
- ✓ How to find out what your targets read
- ✓ When to follow up on a mailing
- ✓ A special way to make an impact soon after meeting a prospect
- ✓ Specific techniques for getting prospects to **WANT** to see you
- ✓ Methods for generating more business from **EXISTING** customers
- ✓ The only reason anyone ever buys from anyone else

When you leave this session, you'll have a clear idea of how to start marketing effectively on a shoestring, and you'll be able to get more business while marketing to fewer prospects.