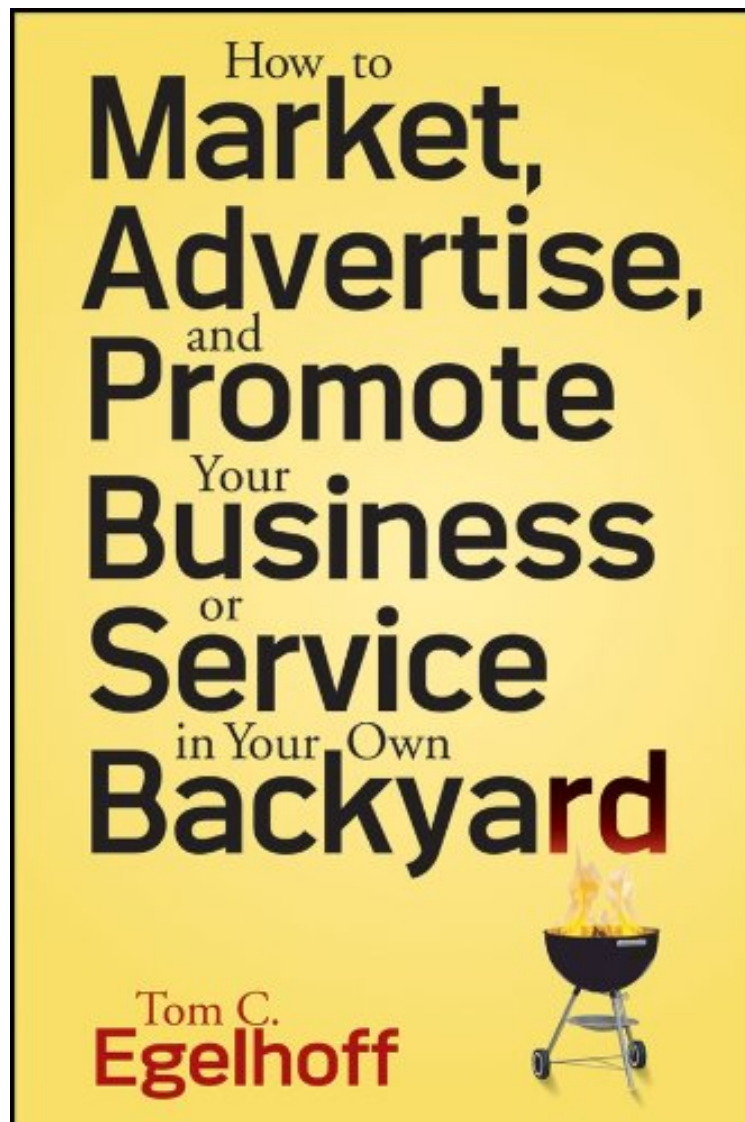


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How to Market, Advertise and Promote Your Business or Service in Your Own Backyard

Tom C. Egelhoff

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Tom C. Egelhoff : How to Market, Advertise and Promote Your Business or Service in Your Own Backyard before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Market, Advertise and Promote Your Business or Service in Your Own Backyard:

0 of 0 people found the following review helpful. Business BookBy Book BuyerI felt like some of the parts in this book didn't really apply to my specific business, but overall there was some good information. It gave me a few new

ideas, especially in the advertisement area. Personally, I really liked the idea of sending out postcards to potential customers. I didn't get as much from the book as I had hoped, but I was able to take away a few things, so it was worth it for me. I will keep the book as reference material. I did find some of the information in the book was either outdated, or not entirely correct. For example, on page 93, he states that if I use "Address Correction Requested" on my postcards, that the post office will update my mailing list for free. I spoke with the post office about it, to a clerk, and to the local Postmaster. I had placed this note on my postcards, and they told me that there was an extra charge for this service. It costs an extra few cents per mail piece. I also looked on the USPS Web site, and there was a table there that also stated there would be a charge for this service. They also stated something about needing a billing account for this service. The book made it sound like I could just throw a postcard stamp on it, and send it off with "Address Correction Requested", and everything would be free of charge.

1 of 1 people found the following review helpful.
Great ways to market your business
By Lee Griggs
An excellent read. Well worth your time to download and put to work. I have been using some of the suggestions in Egelhoff's book with profitable, provable results.

3 of 3 people found the following review helpful.
Great book for small business owners
By J. Latour
Tom Egelhoff's book on "How to Market, Advertise and Promote Your Business or Service in Your Own Backyard" is a great book for small business owners looking for an edge in marketing, advertising, and new ideas and tips. The book is only 272 pages long and has 16 chapters of great information for small business owners. Here is a quick rundown of each chapter. Chapter 1 addresses small town USA marketing and provides advice on how to find the right expertise to get your business going. Chapter 2 is about building your business resume. Chapter 3 addresses your strengths, weaknesses, opportunities, and threats to your business (affectionately known as SWOT). Chapter 4 talks about sales forecasting and myths about selling. Chapter 5 tells you about your customers and how to find more of them for your business - mostly by analyzing your market. Chapter 6 talks about creating an effective marketing plan. Chapter 7 is about how to position your business and it provides great examples of how other companies do it. Chapter 8 is all about creating an advertising plan in your own backyard (city, town, and village). Chapter 9 tells you how to sell your message and a basic summary of your advertising. Chapter 10 gives you an outline and a plan on how to develop your marketing calendar. Chapter 11 tells you how to execute your plan. Chapter 12 asks you if your plan is working. Chapter's 13-16 addresses small town success, advertising, and promotion and how to do it better. Egelhoff provides an additional 115 tips of information for the small business owner in the back of the book. Some of them include the following tips:

1. Know who your customers are
2. Promote with Postcards
3. Create a survey

If you are small business owner, this book is for you. It is even good for the big business reader as well. This is a great book that offers good advice on how to market, advertise and promote your business in your own city, town, or village (reviewed on Inteljim.com)

Create a successful and affordable marketing campaign for your local small business using the tips and detailed 10-point, step-by-step method in *How to Market, Advertise and Promote Your Business or Service in Your Own Backyard*. Discover tried and true tactics that produce results without wasting your time and money, even if you only have access to a small budget and minimal resources. Using this handy and practical guide, you can gain access to information about incorporation, web design, search engine marketing, positioning, and sales management.

From the Back Cover
Real-world marketing and advertising advice for your small business
When it comes to promoting your business, one size doesn't fit all. What works for the world's biggest companies probably isn't the right fit for your local small business. You need to get the word out, but you don't have the time or the money to waste on ineffective and expensive tactics. Finally, there's a straightforward, down-to-earth game plan for small business owners like you. This handy guide presents a wealth of effective tactics and ideas specifically designed for small businesses in small markets. Utilizing tons of real examples and simple, straightforward explanations, successful small business owner Tom Egelhoff presents a proven ten-step plan that gives you maximum impact at minimum cost. You'll discover how to:

- Design a marketing plan that's perfect for your local market
- Position your business for growth and success
- Execute your plan and evaluate the results
- Master the principles of small-town advertising
- Bring in more customers than you know what to do with!

Specifically designed for small businesses with ten or fewer employees, this is the only in-depth guide that reveals the secrets of super-successful small-town marketing. If you want more bang for your buck, more customers in your store, and more dollars in your pocket, this is the place to start.

About the Author
Tom C. Egelhoff is an internationally known speaker and author with thirty-two years of small business know-how. His seminars and workshops on marketing and advertising have helped thousands of small business owners become more profitable and successful. His Web site has received as many as four million visitors in a year. For more information, please visit www.smalltownmarketing.com.