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Small Business Employee Handbook

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Handbook Of Small Business Advertising

Richard Bailey



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Entrepreneur Magazine Conrad Berke, 1996-09-04 How to plan write design and profit from your own advertising There is nothing mysterious about creating high quality effective advertising but there is a lot to learn In this remarkable handbook you ll discover how to plan and carry out an ad campaign that boosts sales increases profits and helps your business grow Small business advertising veteran Conrad Berke provides countless examples as he shows you step by step how to conceive budget create and place ads that will have customers flocking to your place of business ready to spend money You ll learn how to Plan for a 25% sales jump and a 33% leap in profits Write powerful headlines and effective advertising copy that move people to action Identify and target consumers who are most likely to buy your goods or services Become a smart media buyer Turn a 1 000 outlay into 15 000 worth of advertising ENTREPRENEUR Magazine is the banner publication of the Entrepreneur Magazine Group It has the largest newsstand circulation of any business monthly with a total ABC audited circulation of 410 000 CONRAD BERKE former head of advertising and associate publisher of Jewish Week currently sells advertising space for New York s Daily News and teaches advertising at Fairleigh Dickinson University He has 40 years experience writing designing and selling small business advertising Also available from the Entrepreneur Magazine library The Entrepreneur Magazine Small Business Advisor The Entrepreneur Magazine Guide to Integrated Marketing Making Money with Your Personal Computer The Entrepreneur Magazine Small Business Answer Book Small Business Legal Guide Starting a Home Based Business Starting an Import Export Business *How to Advertise* Sandra L. Dean, 1983

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