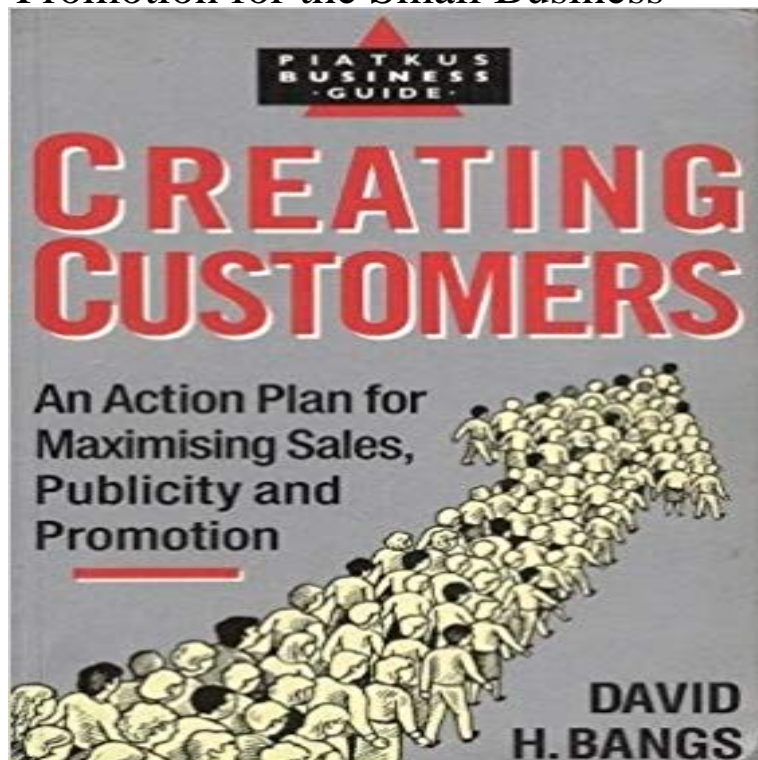


Creating Customers: An Action Plan for Maximising Sales, Publicity and Promotion for the Small Business



Offering a step-by-step approach to selling better and promoting harder, this book is based on real-life marketing experience and offers challenging ideas to even those who have had no formal business training. Each chapter deals with a specific aspect of the marketing process. Some ideas aim to save money, while others are intended to sharpen the readers focus on people who are most likely to become customers in the future. The topics include the stages of effective planning, strategies for business, writing a usable marketing plan, analyzing competition, inexpensive market research, choosing the right media, direct-mail advertising, pricing goods and services, prospect-centred selling, break-even analysis, and public relations for the small business.

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