

The desire to be your own boss has never been greater...in fact; some statistics suggests that nearly one in every 25 Americans say that they are in the process of starting a company. However, with the flood of new emergency small companies, it has become increasingly difficult to justify the costs and resources it takes to effectively advertise and set your small business apart from the pack. Advertising Without an Agency dismantles the smoke and mirrors behind the advertising industry and not only shows what it takes to advertise, but exactly how to do it on your own. This friendly tour of advertising walks you through the individual mediums, such as radio, television, print, direct mail, outdoor and transit advertising- briefing in the specifics and know-how needed to successfully promote your own business and track the results. In addition to explanations, definitions, and step-by-step procedures, this guide also features unique, time-saving worksheets to be completed by your media sales reps to provide the information to place no-nonsense, tightly-targeted advertising schedules.

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