

# HOW TO CREATE SMALL BUSINESS ADVERTISING STRATEGY THAT WORKS!



## MOST ADVERTISING MONEY IS WASTED

Too often business owners waste money on advertising simply because they don't know what they're buying! What's worse, often they're buying advertising from an ad rep who functions as little more than a talking brochure, carrying a media kit, serving a ministerial function.

Most people think "creativity" is the key to advertising success. They couldn't be more wrong. While it's important to 'execution', it's meaningless without a strategic plan!

### The problem is simple:

- Merchants have their hands full trying to run their businesses and don't have time to become advertising experts.
- Ad sales reps know little about audience targeting, let alone how to create ads that fulfill a strategic mission

When that happens, creative ads may win awards, but the merchant—and the ad medium—both suffer.

## THIS PROGRAM WILL SHOW YOU HOW TO:

- Achieve "position" in the marketplace
- Assess your marketing environment
- Target specific audiences
- Motivate the consumer
- Avoid the Five Most Common Failure Symptoms
- Create a media selection strategy
- How to measure advertising as an investment
- Create merchant survival strategies in a down market
- The Ten Essentials of a good ad
- How to advertise services profitably
- How to make "generic" advertising accomplish specific objectives
- How to use "media mix" strategy to penetrate new markets and find new audiences
- How to compute 'reach' and 'frequency', and how to know which strategy to follow—and when!

## WHO SHOULD ATTEND



- **The small business owner** who can't afford a marketing consultant and is tired of wasting thousands of dollars on mistakes.
- **The advertising salesperson** who wants to stand-out from the 'talking-brochure' clerk competition and wants to bring real, lasting value to their small business advertisers.

**WANT HIGH VISIBILITY? BOOK THIS PROGRAM FOR YOUR MERCHANTS COORDINATING WITH YOUR LOCAL CHAMBER OF COMMERCE!** Your merchants will be excited about using their newly-acquired knowledge and your sales reps will be 'armed' to help them! **Program includes workbooks personalized with sponsorship logos!**

## THIS IS A HIGH-CONTENT HALF-DAY JAMES LORENZEN PROGRAM

**HOW TO CREATE SMALL BUSINESS  
ADVERTISING STRATEGY THAT WORKS!**  
**CALL BILL WHEELER AT 805.265.5418; Ext. 3**  
**[www.jameslorenzen.com](http://www.jameslorenzen.com)**

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## How To Stand-Out From Your Competition



**Merchants can succeed with Advertising IF they have the right tools. Too often, ad reps bring little through the door beyond their media kits.**

**The reps who stand out—and the merchants who succeed—understand its about finding, targeting, and ‘talking to’ different audiences—even within the same publication!**

## High-Content Information Merchants Can Actually Use!

This program contains all the information and secrets that James Lorenzen used for years to help his clients achieve consistent, record-setting results. Stand-out from your competition by bringing this program to your market today!



## James Lorenzen



Each year, thousands of businesses fail by repeating common classic textbook mistakes. What many don't know is it's during a 'down market' that they can best achieve market share; but creative ads alone aren't the answer!

JAMES LORENZEN was believed to be one of the nation's highest-earning display ad sales reps and successfully founded, built, and sold five publications of his own in the process. During six years of advertising sales, Jim never sold a one-time ad! All of his sales were 'campaigns' of 13 consecutive weeks or longer. He once sold 22 campaigns in 22 days and 52 campaigns in a 29-week period. 80% of his campaign sales were for a full year or longer—and he received deposit money with every campaign he sold. In fact, five times he received payment in full for the entire year in advance! The keys to his advertising sales success are found in his two programs: In-Synch Selling, known to many as James Lorenzen's System for Success, and his knowledge of small business advertising strategy.

James Lorenzen is known for his high-content, real-world programs. Since Jim began speaking and training in 1984, he has been the headline speaker at over 500 conventions internationally and has been hired by companies such as Foster Grant, Hobie Cat, H.R. Textron, Cap-Cities ABC, Union Ice, Startel, Hearst Corporation, McDonnell-Douglas, Knight-Ridder, and scores of others. Articles by or about Jim have appeared in *Manage, Sales & Marketing Management Magazine, Agency Sales magazine, Publisher's Auxiliary, Master Salesmanship, and Selling Power*, among others. Jim has also appeared on Nightingale-Conant's *Sound Selling* audio series and on American Airlines' *Sky Radio*.

**Bring James Lorenzen to  
your merchants and salespeople!**

**Call Bill Wheeler at 805-265-5418, Ext. 3**

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