



TIP OF THE WEEK

November 28, 2006

One of the best ways to market your firm is to write an article. What's the most well read publication in your industry? Take it from me they are always looking for editorial content to place between the ads. Now think about a topic that would educate the reader without appearing to be shameless self-promotion. Better yet think about a monthly column you could write on selling, production or motivating employees. You'll keep your company's name in the public eye and gain recognition at the same time. And it won't take a penny out of your advertising budget. Consider sending reprints to your customers. Instant prestige!

Good luck. Work **ON** your business. Stay in touch.

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