

BACKGROUND ON **BUSINESS**

Marketing Tips For Small Businesses [®]

(NAPSA)—Small businesses don't have to spend lots of time and money for effective marketing, according to the Alliance for Affordable Services, an association providing money-saving benefits to drive down the cost of running a small business. The Alliance suggests that the key to effective marketing is consistency and offers these inexpensive marketing tips:

- Advertise in local newspapers.

- Call past referral sources and re-establish your relationship. Ask them for business.

- Get your name and business card out to everyone you can by attending meetings and making contacts.

- Send out 100 direct mail pieces a week to a targeted market. Follow-up with a personal phone call and ask them for business.

- Review all the printed materials on your business. Are they up to date? Do they *sell* your business?

- Contact past customers and offer them special discounts or incentives.

In addition to money-saving benefits on products and services for their businesses, Alliance members have access to free advice from professional small-business consultants through the Business Consultant Advice Line. Advice Line consultants have real world experience and know what it takes to run a successful small business.

For more information about the Alliance for Affordable Services, call 1-800-733-2242.