



BACKGROUND ON BUSINESS

Practical Tips For Small Business Owners

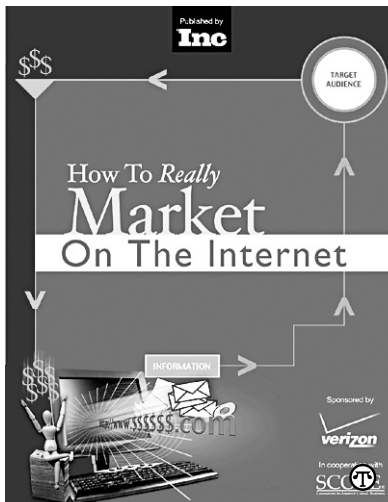
(NAPSA)—Establishing a strong online brand is a complex and vital part of building a business in today's marketplace. Many organizations struggle with the basic components of Web marketing, such as creating an e-mail address, registering a domain name and developing a Web site that meets their company's strategic goals. The rapid growth of e-commerce highlights the importance of having a strong presence in this "virtual" marketplace.

In 2001, United States e-commerce sales reached \$33.7 billion. In a recent DoubleClick study, 95 percent of Internet users gathered research about a future purchase on the Web.

Many small businesses are facing the dilemma of how to effectively establish a brand on the Internet to take advantage of the marketplace.

Small businesses are looking for ways to make it easier to join the Internet economy. The SCORE Association and Verizon Information Services have just developed a guide on *How To Really Market On The Internet*.

This free workbook covers topics, such as e-mail marketing, domain name registration, Web site marketing, and building an online brand. The workbook features a practical checklist focused on setting goals for a small business' Web efforts.



Taking advantage of the Internet economy may be easier with a helpful new guide.

The workbook is sponsored by Verizon Information Services, the producers of SuperPages.com, an online directory and business resource (www.business.superpages.com).

To get a free copy of *How To Really Market On The Internet*, call 1-800-634-0245 or visit www.score.org and click on Find SCORE—to find the SCORE office near you.

SCORE is a national, nonprofit organization that provides free and confidential small business advice through a network of 10,500 volunteer, business counselors.