

Title:

3 Women Starting A Small Business

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404

Summary:

Starting a small business ranks close to having a child in the "major life event" category. This can be one of the most stressful times, but if done right, it can also be one of the most rewarding things in your life.

Keywords:

women, marketing, advertising, home based business

Article Body:

Starting a small business ranks close to having a child in the "major life event" category. This can be one of the most stressful times, but if done right, it can also be one of the most rewarding things in your life. Some might think that to start your own business, you have to know everything. One thing that you can have something help you with is marketing and advertising. This is a very complicated part of any business and if the average business owner thinks they know everything they need to know about this, they are kidding themselves. When someone has a heart problem, they go to a specialist. This is how you should treat your small business marketing. Using an Ad Agency could be one of the smartest things you could do to help ensure your business doesn't fail. It is well known that 80% of all businesses fail within the first 5 years. How many of those millions of heartbroken owners could have been part of the 20% only if they would have not been a "know it all" and asked the experts for help in areas they didn't have an idea in. Throughout the years of running an Ad Agency, we have never had a client spend more money with us than if they would have done it alone. In a majority of cases, they actually have saved thousands of dollars with us. This is for a few reasons. One is the enormous buying power good Ad Agencies have. We can buy in bulk and pass the savings to all of our clients. Ad Agencies also have more negotiating power. Going into a buying process with 5-10 clients at one time can give us a huge advantage in negotiating power. One thing that new and existing business owners fail to do is create an actual advertising marketing plan for the year. This can be done at any time during the year and not just January first. Create a plan for the next 12 months based on your target audience and your budget. We never come to a client and tell them how much they should spend for the year. We take your budget and create a plan for you, at a price you can afford. We handle over \$38 million in advertising

dollars every year, but we service the \$5000 startup or the \$100k budgets. Any and all are welcome to participate in our programs.