



\$ales = \$uccess

Affordable Marketing for any Small Business

Marketing is an ongoing function of every business. If you stop marketing, you'll soon stop selling . . . and you know what that means!

Small business owner/entrepreneur . . . do you have the time and expertise to:

- Research strategic marketing ideas?
- Design and write your own brochures, website, direct mail pieces or ads?
- Test, review and coordinate updates to your website?
- Stay in touch with your BEST PROSPECTS - your customers by:
 - ▶ Creating and managing a direct mail campaign?
 - ▶ Writing and managing an E-Newsletter program?
- Launch an advertising campaign for a new product or service?
- Find and manage graphic designers, printers and other resources needed?

If you're interested in growing your business (or even maintaining your current business), you need to work on one or more of the above tasks every month.

**Here's a solution for time-stressed entrepreneurs . . .
Have The Write Touch Inc. be your marketing department.**

How it works:

1. Choose the number of hours per month (minimum of 10) for which you want help on the above tasks.
2. Prepay for those hours at the beginning of the month at an unbelievably low consulting rate - **20% off our regular rate.**
3. Carry over hours or use more hours when needed at the same low contract rate.
4. The Write Touch Inc. coordinates all other resources (graphic design, printing, etc.).

Now you can keep marketing, keep your sanity and maintain control of:

- ☑ *Your budget* - you approve everything; no long-term contract; and your hourly marketing cost is less than you'd pay a full time equivalent employee.
- ☑ *Your time* - spend it where you will do the most good: delivering your service or product, talking with clients, helping employees, prospecting or selling.
- ☑ *Employee costs* - with The Write Touch Inc. contract marketing, you have no taxes, overhead, benefits, vacations or sick days.

Don't wait for sales to stop! Let me know your needs and together, we'll keep your marketing moving and your business growing.