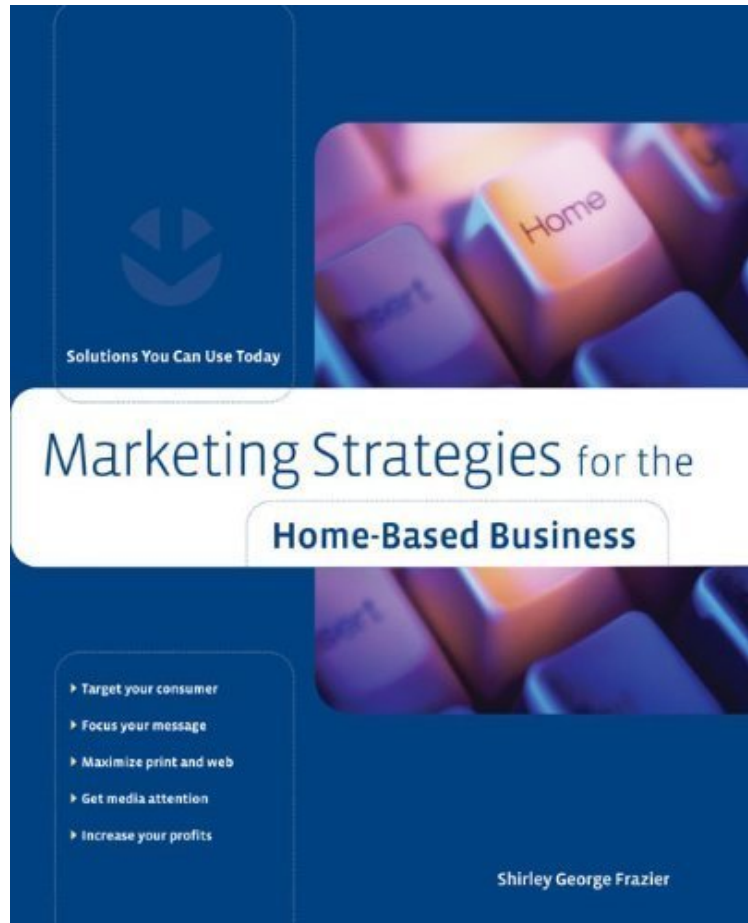


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Marketing Strategies for the Home-Based Business: Solutions You Can Use Today (Home-Based Business Series)

Shirley George Frazier

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Shirley Frazier started out with a home-based business creating gift baskets. Through hard work and determination, she has transformed herself into the paragon of entrepreneurial success. "Marketing Strategies for the Home-Based Business" presents Frazier's tried and tested methods of applying non-traditional strategies on a local basis to produce the groundswell and word-of-mouth reputation that all new business ventures need. It covers everything you'll ever need to know, from Internet marketing ideas to traditional advertising methods. This highly motivational, easy-to-follow guide also provides workbook pages to chart your businesses progress, tips to take advantage of new technologies, and sample marketing plans.

From the Back Cover Do you have a brilliant business idea? Are you ready to launch that perfect product or offer that much-sought-after service to the world at large, but you don't know how to best reach customers? This book gives you the tools to successfully market in your backyard and around the world twenty-four hours a day, seven days a week. Using plain language and easy-to-follow worksheets, Shirley George Frazier shares her expertise on everything from devising marketing plans that will focus your energies to getting the media on your publicity bandwagon, setting up an Internet presence, keeping your intellectual and technological property secure, and rewarding loyal customers for their business. You'll learn when to apply high-tech tools and when tried-and-true print marketing works best. Case studies and real-life examples provide affordable ideas for your marketing arsenal. Whether you're a new business owner or longtime entrepreneur, this reliable guide will take your solo or home-based business to the next level.