

Your Advertising Must:

- If you want Your Business to be *the* business consumers **think of first** and **shop first** :
- Deliver a **powerful** message that is repeated with enough **frequency** to become securely stored in the **hard drive**” of the brain.
- Deliver a message that speaks to your **customer** about **what matters** to your customer. We live in a world **self- absorbance**. This includes the mind-set of your **potential** customers!
- Reach as many consumers as your **budget** will allow.
- Consistently advertise **as long as you are in business!!!**
- Want to learn more? Recommended reading:
BrandsFormation, “How to Transform A Good Small Business Into A Great Local Brand”. Author: Chuck Mefford

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