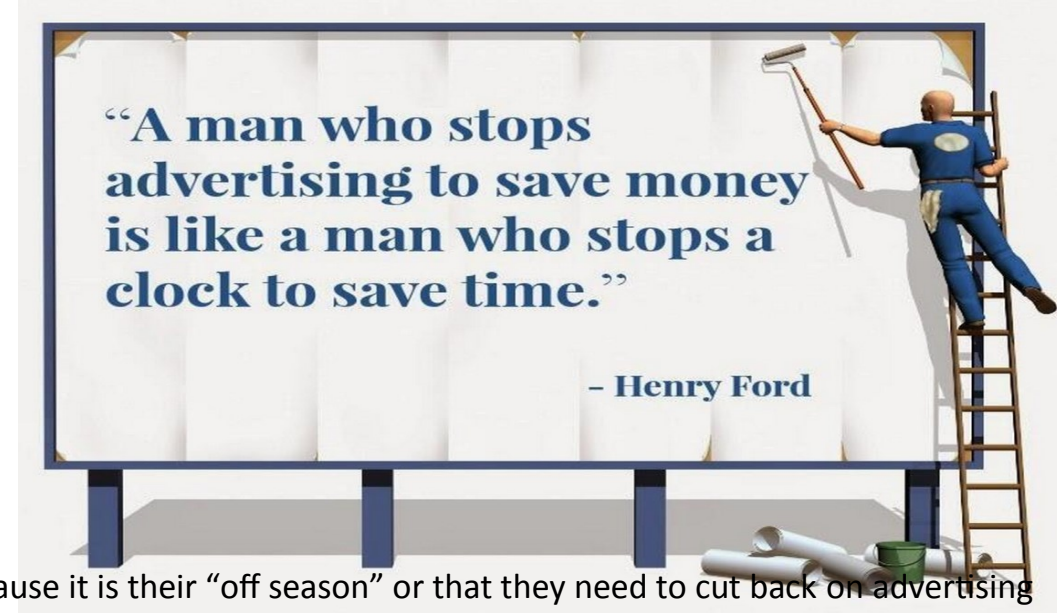


WHY YOU SHOULD NEVER STOP ADVERTISING



Every so often I hear that someone “needs” to stop advertising because it is their “off season” or that they need to cut back on advertising to save money. This is a critical mistake and in most cases will cost you big. If you stop advertising, many things can happen. First and foremost, your savvier competition will not stop advertising.

Ask yourself this key question when you are thinking of stopping or even cutting back on advertising. How will potential customers know about your business opportunity or franchise if you do stop advertising? The answer is that they won’t. So, before you think that no sales can be procured in what you may think is your “off season” or that somehow cutting back on your advertising budget is a wise move think again.

Truthfully, most sellers of advertising of electronic or print media will cut you a sweat deal to help you through your budget crunch. Also, in some cases they will let you stay on their site at almost no cost during your less-than-peak period.

During the first week of an Advertising course I attended the professor made a statement that I remember to this day. “If you do not constantly utilize advertising to promote your business, rest assured you will use advertising to promote the exit your business.” Effective advertising and marketing should not be skimped on or turned on or off in what you may think is down time.

In my opinion, many success-minded business people are buying an ice cream business opportunity in the dead of winter as they plan on spring to arrive. And it will arrive just as sunny days always do

