

# Reasons to continue to **ADVERTISE** (clip out and stick next to your computer).

## **1. Advertising keeps you top of mind**

A purchase is typically unplanned. Once the decision is made, the consumer relies heavily on advertising to help them decide where to buy.

## **2. Advertise for name recognition**

It's pretty hard for a customer to immediately think of you if they don't consistently see or hear your name.

## **3. Because customers forget**

Customers forget without constant reminders.

## **4. Advertising works**

Millions of businesses advertise everyday. Over and over again. Because it works.

## **5. Advertise to generate more sales**

The most aggressive and consistent advertisers are invariably the most successful.

## **6. There is always business to generate**

Even the slowest days produce sales. As long as you're in business, you've got overhead to meet and new people to reach.

## **7. Advertise to keep a healthy positive image**

Vigorous and positive advertising brings business to you regardless of the economy.

## **8. Advertise to maintain employee moral**

When advertising and promotion are suddenly cut or canceled, salespeople may become alarmed and demoralized.

LYNN M.

*Lynn M. Banks*  
MARKETING CONSULTANT