

Recession-Proof Your Business with Publicity...Fact or Fantasy?

Sheila Danzig claims your business can be made recession proof using **free publicity**. Fact check her claims for yourself at www.sheiladanzig.com on the Worldwide Web.

Fact: People flock to businesses, offices, practices, and people who are in the **NEWS**. Why? Because an article about you or your business has an implied endorsement by the press. Some people won't use a doctor who advertises thinking a doctor shouldn't need to advertise. Those same people will rush to a doctor who has been written about in the press.

Fact: The value of an article is not when it appears. The article's value is after it appears. The value of the article is the implied public endorsement of a credible journalist. When your customers see it framed on your wall, out in your store or office for them to take with them they not only believe you are the "best" they show it to their friends and associates.

Fact: Advertising expert *Sheila Danzig* offers a "double the money back guarantee to her customers. She has developed a unique new way to help business owners promote their businesses without customers and readers even realizing that the owners are doing the promoting. If she can't get a **publicity article** about you placed she will give you double your money back.

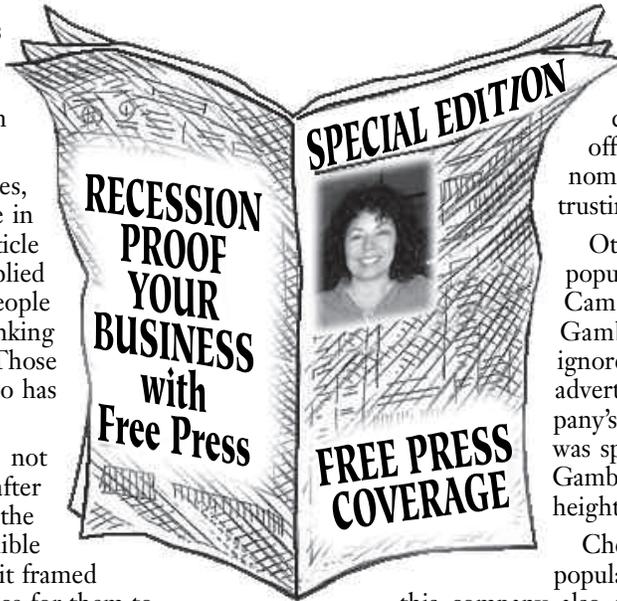
Fact: Ms. Danzig's business promises to place an article about your business in a national publication, or in a publication from your state. People see this article, and read **credibility**. You're now a business leader. Even in the great depression many businesses owners thrived.

Fact: In today's business world, many companies are competing for a single customer. Only the strongest (businesses) will survive these trying times.

Fact: Stock prices are dropping daily. Economists are predicting a recession. In times like these, a business's success – or failure – depends upon appearing to be a leader in your field.

Even in today's economy, the strongest businesses will survive – and thrive! How? Through aggressive marketing tactics. By acting like they had unlimited amounts of money to spend, these companies continued to draw customers and instilled faith in the company. You don't need unlimited amounts of money to get publicity. It will just appear that you have it.

The best lesson of thriving instead of failing in the Great Depression comes from Post Cereal. Post lost most of the cereal market to Kellogg during the Great Depression? Why? Because Kellogg continued to offer the best prices and advertise most



heavily during those hard times. And when prosperity returned, Kellogg had become #1 and stayed #1. Those companies that failed to advertise and offer excellent deals were seen as economically unstable, and customers stopped trusting these brands.

Other examples of brands that remained popular in the Post-Depression era include Camel, Chevrolet, and Proctor and Gamble. In fact, Proctor and Gamble ignored the demands of their clients to stop advertising, and instead redoubled the company's efforts. The first soap opera, in fact, was sponsored on the radio by Proctor and Gamble as an advertising medium during the height of the Depression.

Chevrolet not only followed suit with popular programs such as Jack Benny, but this company also started using billboard advertising to capture the minds and imaginations of its customers during this era.

Today the best way to put your name out there is **PUBLICITY**. Having the media tell the public about you or your company is the lowest cost and most effective way of keeping your name out there and driving business your way. Now, more than ever, you need that to thrive in these times. Small businesses can't afford \$20,000.00 a month advertising budgets but they can't afford not to spend a small amount of money on **FREE PRESS COVERAGE**. It is easier than you think and more effective than you can imagine.

Right now, our country threatens to repeat history because it did not learn well enough the lessons learned during the Great Depression. Do you want your company to repeat history, or learn the lessons taught long ago by Kellogg, Chevrolet, and Camel?

If you want your company to remain solid and grow even during these times, aggressive publicity is your best route to success. Be prepared to spend a small amount of money to make large amounts of money. Don't cut back like C.W. Post and lose your share of the business market. Market aggressively, and experience the same kind of success – even in hard times – that George Kellogg's company knew.

For more information about this program go to
www.SheilaDanzig.com

Sheila is also available to speak to your business group.

Call her at 954.445.0107