

Did you ever lose money on ads that didn't work?  
Did you get your money back?



## Discussion Agenda

Call me.  
Let's talk.

These 4 Costs are explained in the attached article:

*"Do You Want Customers,  
But Advertising Is Not Doing Its Job?"*

### **Eliminate The 4 Costs of Advertising !**

- 1. You Must Pay for the FULL Circulation**
- 2. "Agency Commission" (15% Kick-Back)**
- 3. "Creative" (graphic-artist designs the ad)**
- 4. 'Sale'-Pricing Cuts into your Profit Margin**

And, you pay ALL this, whether it works or NOT.

Now, there is an alternative to traditional Advertising which eliminates ALL 4 of these Costs. It is Economical and Affordable ... because: You do NOT "front" the money.

It's safe and NO-Risk. There is NO "Gambling" ... because: It is the ONLY method which carries a Guarantee on Results. It works, or you don't pay. This is better than "Money Back" because you don't pay until AFTER you SEE the customers in your store, and count their dollars in your own cash-register.

(Goal-2015)\Client 2015\Confident 2015  
\Push-Pin Agenda-3 2015 10/15/15

Mr. Russo's Promise to You ...

- Paying Customers -- Delivered right to your store.
- Without the Cost, Risk, or money Wasted on Ads that don't work.
- 3-Way Guarantee -- It works ALL 3 ways, or you don't pay!

*Mr. Russo*



The Customer Broker  
IS Your Solution.

*"When you run low on  
customers, just call  
The Customer Broker  
and 'order' more."*