

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



Today's Discussion Agenda

Call me.
Let's talk.

The Top 5 Complaints Merchants Have About Advertising !

(compiled results of 2 nation-wide surveys)

1. Ads don't produce results we want -- they don't draw enough customers into our store.
2. The Ad Agency or Media Sales-reps don't take time to learn about our business.
3. They develop plans that take too long to work. We need results NOW!
4. The cost is too high. Money spent on advertising is not worth it.
5. Worst of all, it's too risky. There is NO Guarantee on results -- it's like gambling!

**When you go to choose a way to draw in customers,
find a source that solves ALL 5 of these problems.**

\\Goal-2015\\Client 2015\\Confident 2015

"I know that fully half of the money I spend on advertising is wasted. The problem is, I don't know which half!"

-- John Wanamaker, Founder of the giant
Wanamaker's department store in Philadelphia

This quotation is over a century old. Today, his "half" that is wasted is Over 83%!



The Customer Broker
IS Your Solution.

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