



Mead Area Chamber of Commerce 2010 Membership Directory and Visitors Guide

“When sales are good, I
advertise ... When sales are
slow I advertise more!”

— John Kramer
Sleep Store
Ft. Collins

2010 Directory Early Bird Special

Early Bird Special ends March 17, 2009



**Sign your contract and get your ad copy in and
you will receive a 10% discount on the cost
of the ad and a FREE logo display in the
member listing section of the directory.
(\$75 value).**

10 easy steps to make your business profitable

1. Advertise: Look how many new people have moved into and will be moving into your community and surrounding communities.
2. Advertise: Don't assume that everyone knows where your business is located because you have been in the area for a long time.
3. Advertise: Don't assume that everyone knows what you sell.
4. Advertise: Make sure that you budget for adequate advertising funds each year. It is an investment in your businesses future, not an expense.
5. Advertise: Even if it is a small ad, consistent advertising works better than just one big ad a year.
6. Advertise: Don't forget that you have competing businesses in the area and surrounding areas.
7. Advertise: Don't have time to make up the ads yourself? Creating ads is our job ... better yet, we do it for FREE!
8. Advertise: Word-of-mouth can only get you so far.
9. Advertise: Be there before they need you, not after they have already found someone else.
10. Advertise: Aren't you in the business to make money? Well then, you can never have too many customers!

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