

# BBBI

BUSINESS BUILDING IDEAS

## Secrets of Success for the Small Advertiser

Many of my clients include small businesses that are looking to advertise on a tight budget. In the book *Advertising: Industry in Peril* by John Michelet, he offers some great tips to small organizations looking to advertise. I would recommend this book to anybody looking to improve their overall perspective on advertising and would like to share some of his great tips on advertising for small businesses...

**Study.** Small doesn't mean stupid. When you're small, you have to be smarter.

**Focus.** You're better off doing a good job using one medium, one station or one publication. If you use too many media, you'll end up being almost invisible in all of them.

**Persist.** Don't change your creative approach, your ads or your tag line like they were socks. Work hard to craft a strong one and deliver it consistently with a creative idea. When you do change something in your ad program, have a good reason for it and something better to replace it.

**Resist.** Once you begin an advertising campaign, no matter how small or unsophisticated it may be, there are constant



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always — "Are you Ready?"

A handwritten signature in black ink that reads "Harold Wallace". The signature is fluid and cursive, written in a professional style.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



**GALLOWAY WALLACE**

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

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temptations to make a little change here, a little change there. A radio station may offer to write free commercials for you. A special section in a newspaper may seem a great way to target your audience. “Specials” almost always are better in concept than in reality. Say no.

**Demonstrate.** Don't try to mimic the clever, funny, expensive ads you see on TV. A demonstration is always your best shot.

**Connect.** Even if all you can afford is small print ads, make an emotional connection with your audience. Don't just show the product, show a person using it. Don't just talk product, talk people.

**Differentiate.** Success comes from a better product, not from advertising. Don't settle for “as good as.” Have a unique product that offers more.

**Relate.** In any communication with your audience, act like you're talking face to face with the person. Don't write like you're talking to 100,000 faceless numbers. Write as if you were talking with a friend.

If you have any questions or need advice, feel free to send us your questions.  
Comments are also welcome!

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