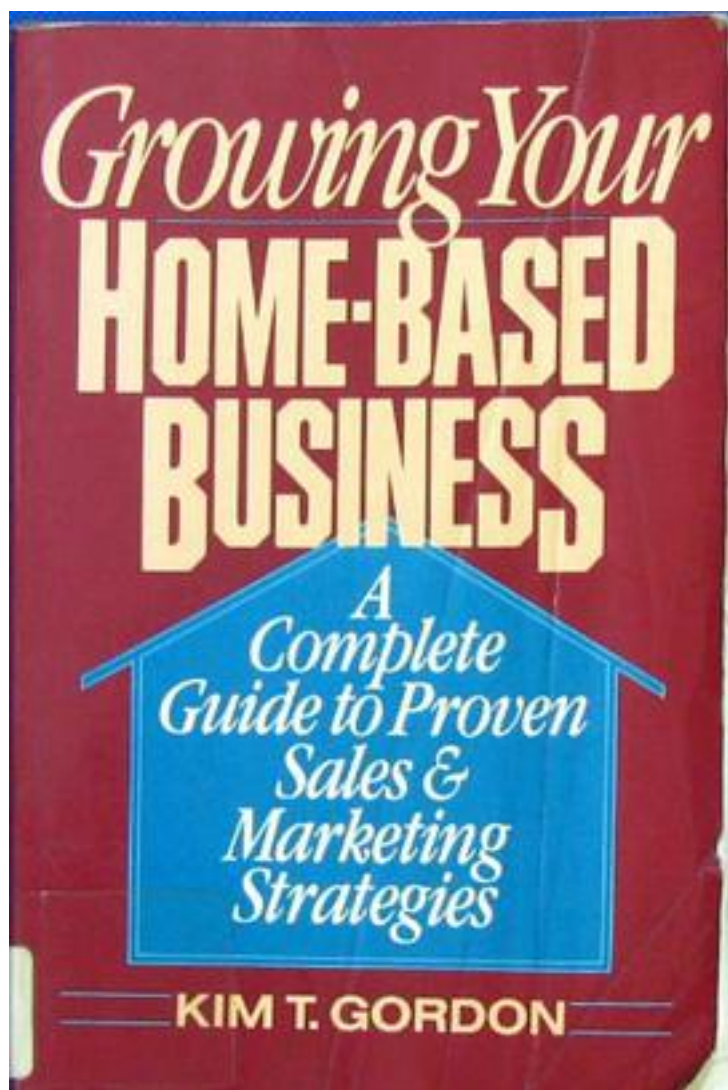


Growing Your Home-Based Business



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The ability to sell, market and promote a service or product is vital to home-based businesses. This guide provides techniques for those with no sales or marketing expertise. Including case-examples of successful home-based workers who have grown their businesses through imaginative promotion and marketing efforts, it reveals how to create sales strategies for generating new business year round; telephone selling techniques; how to create a company image; and how to plan, select and place media to help the business grow. The book includes flyers, model brochures, call and lead-tracing reports and other marketing aids.

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