

## **New Training Guide Helps Small Businesses Create Successful Advertising.**

*In an era when the talk of the town is web advertising, the fact remains that print advertising still is a powerhouse of small business promotion. So knowing how to create, or judge, a good money making advertisement is crucial to every business owner's success.*

December 15, 2009 (FPRC) -- Small businesses cannot depend on the web alone to grow their business. Every small business needs to have a multi-platform advertising strategy that includes print advertisements in magazines, newspapers, inserts, fliers and brochures. That's the reason the National Mail Order Association (NMOA) has published their most recent training guide, 'How to Create Successful Small Business Advertising.'

"With millions of webmasters competing for popular key-words and phrases, banner ads, and natural search engine placement, the cost of web advertising is skyrocketing. The web is a very cluttered place; almost impossible to stand out in without a significant budget. It's a seller's market that does not favor the small business person," says John Schulte, author of the new advertising training guide.

"With every action there is a reaction," says Schulte. "Over these last few years, magazines, newspapers and various forms of direct mail have taken a back seat to the web, causing a decline in revenue for many of these media outlets, thus opening up a buyer's market for small businesses to buy targeted print advertising at a bargain rate.

The catch is most small businesses have not been trained to create or recognize good money making advertisements. Because of this, most businesses end up wasting money on rushed advertisements that provide poor results or none at all. This new training guide 'How to Create Successful Small Business Advertising' puts the odds back in the favor of the small business person by teaching them how to create and recognize good solid advertisements that produce results.

Readers learn how to strategize an advertising plan, target their market, find their market, the process for creating a good ad for their market, the tactics for buying their advertising at steep discounts, and tracking the results of every ad they place.

"Bargains are to be had in print promotion when you know what you're doing," says Schulte "Learn the professional advertising tactics in this guide and you will be a better marketing and business person, fail to understand and use these proven advertising principles and watch your budget go down the drain."

The full Table of Contents and ordering information can be found here:  
<http://www.nmoa.org/catalog/advertisingguide.asp>

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**Keywords**

[print advertising](#)

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