



Marketing Strategies for the Home-Based Business: Solutions You Can Use Today (Home-Based Business Series)

Shirley George Frazier

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Shirley Frazier started out with a home-based business creating gift baskets. Through hard work and determination, she has transformed herself into the paragon of entrepreneurial success. "Marketing Strategies for the Home-Based Business" presents Frazier's tried and tested methods of applying non-traditional strategies on a local basis to produce the groundswell and word-of-mouth reputation that all new business ventures need. It covers everything you'll ever need to know, from Internet marketing ideas to traditional advertising methods. This highly motivational, easy-to-follow guide also provides workbook pages to chart your businesses progress, tips to take advantage of new technologies, and sample marketing plans.

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