

How to Kill Your Business **IN 10 EASY STEPS!**



DON'T ADVERTISE.

Just pretend everybody knows what you have to offer.



DON'T ADVERTISE.

Tell yourself you just don't have the time to spend thinking about promoting your business.



DON'T ADVERTISE.

Just assume everybody knows what you sell.



DON'T ADVERTISE.

Convince yourself that you've been in business so long customers will automatically come to you.



DON'T ADVERTISE.

Forget there are new potential customers who would do business with you if they were urged to do so.



DON'T ADVERTISE.

Forget that you have competition trying to attract your customers away from you.



DON'T ADVERTISE.

Tell yourself it costs too much to advertise and that you don't get enough out of it.



DON'T ADVERTISE.

Be sure not to provide an adequate advertising budget for business.



DON'T ADVERTISE.

Overlook the fact that advertising is a form of selling - not an expense.



DON'T ADVERTISE.

Forget that you have to keep reminding customers that you appreciate their business.

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