

personalized mailings to specific market segments. They are more successful in illustrating to prospects you feel their pain.

2.***** RESOURCE REVIEW *****

I recommend the following book on advertising.
"The Tipping Point" How little Things Can Make
A Big Difference" by Malcolm Gladwell

3.*** TIPS, TRENDS, STATS AND STRATEGIES ****

According to the December issue of Sales And Marketing Management Magazine, marketers are cutting back on their advertising plans because of decreasing expectations.

4. *** INSIDER IN-SITE - "Insider" sites of the month ***

www.salesandmarketing.com

Subscribers to this magazine get extra search capabilities.

5.***** QUOTE OF THE MONTH *****

Advertising is the fine art of making you think
you have longed for something all your life that you
never heard of before.

6.***** FUNNY STUFF - Topical Humor *****

Some suggested new Midwestern advertising slogans
Illinois: Please Dont Pronounce The "S"
Iowa: We Do Amazing Things With Corn
Indiana: 2 Billion Years Tidal Wave Free
Wisconsin: Come Cut The Cheese

7.***** SURVEY ON LINE *****

Question for the month - E-mail me your answer
and we may quote you in the next issue.

"What one advertising vehicle works best for you? Why?"

8. *** What's Your One Burning Marketing Question ***

Every month I will answer ONE burning marketing question.

