

Pt. 1, Describe Your Business,



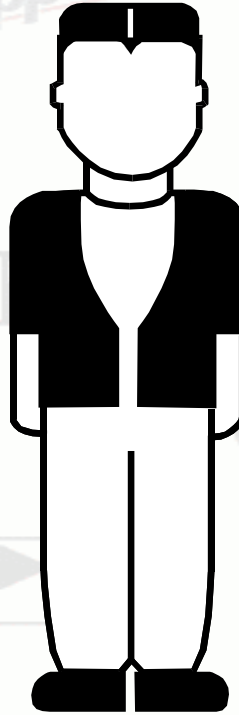


Pt. 1, Describe your business

The following are just ideas to get you to think...

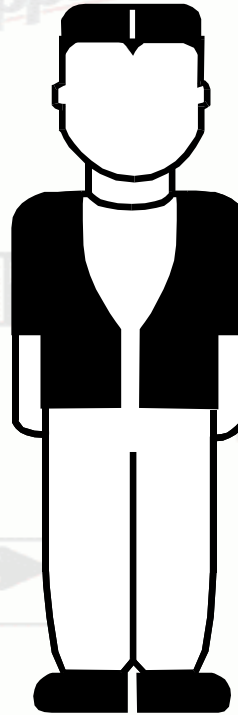
First, describe your business...

- Size of business (local, state, national, international)



Just You?

Pt. 1, Describe your business

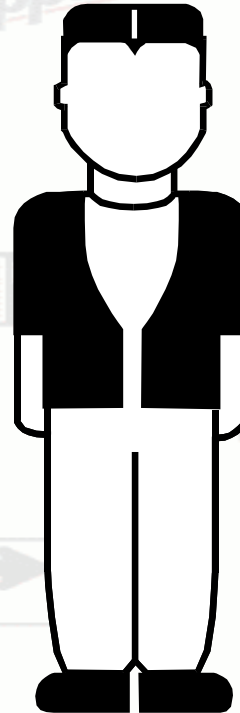


Just You? Local business.

Pt. 1, Describe your business



DO NOT PASS

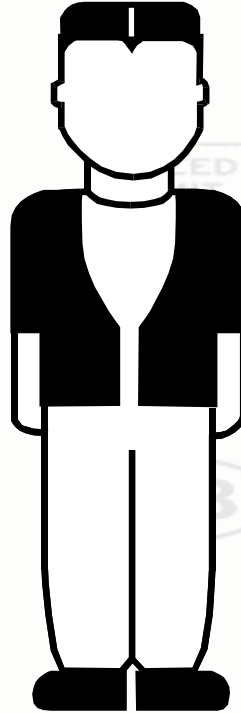
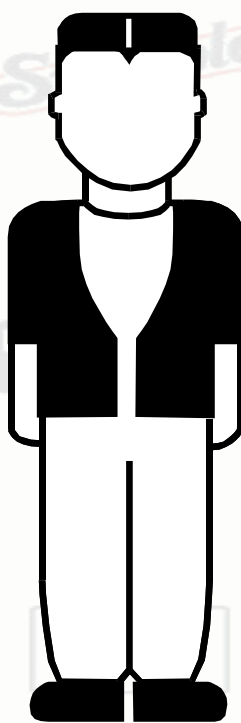


Just You? Local business?

Pt. 1, Describe your business

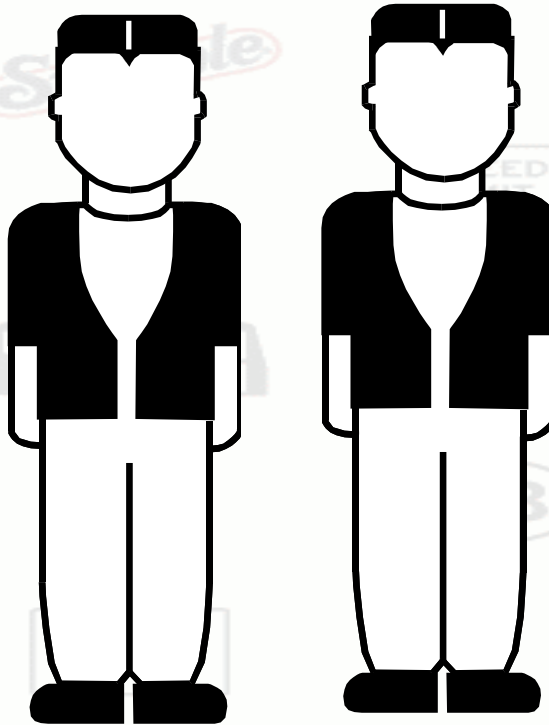


DO NOT PASS



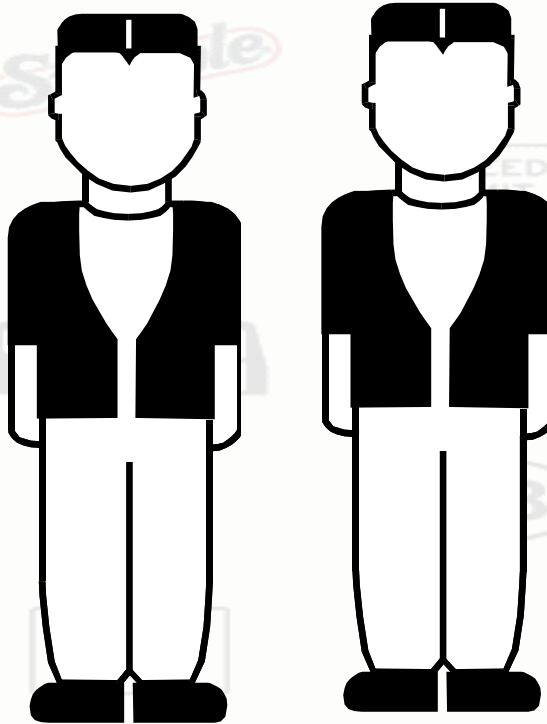
You and a partner?
Local business.

Pt. 1, Describe your business



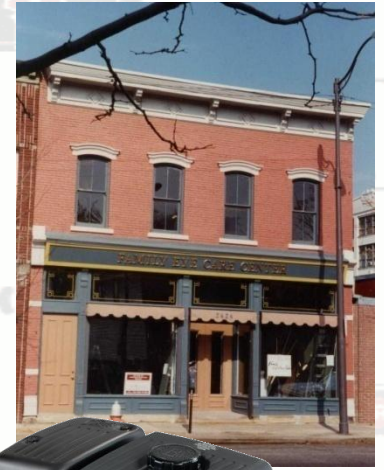
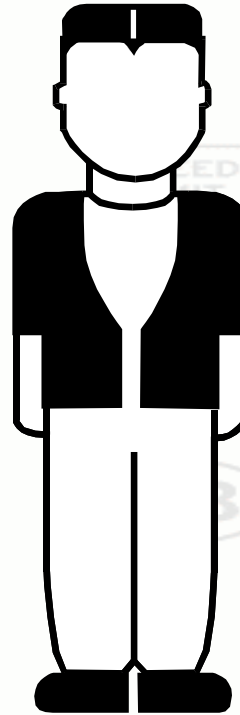
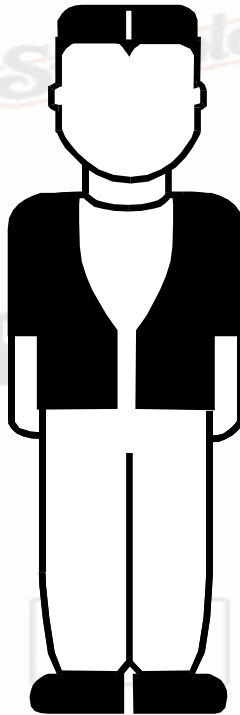
You and a partner?
Local business.

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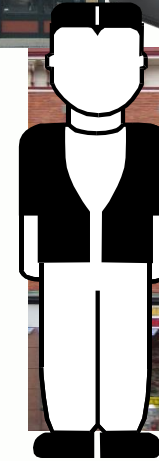
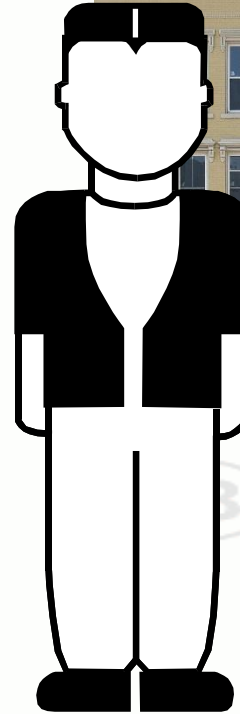
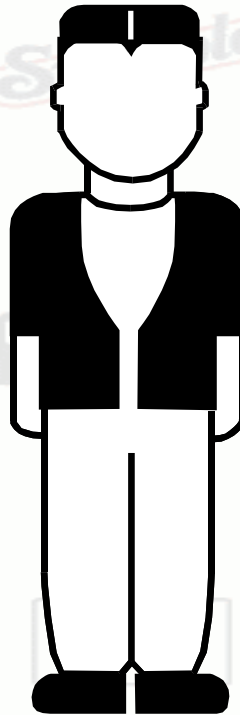
You and a partner?
Local business.

Pt. 1, Describe your business



You and a partner?
Local business.

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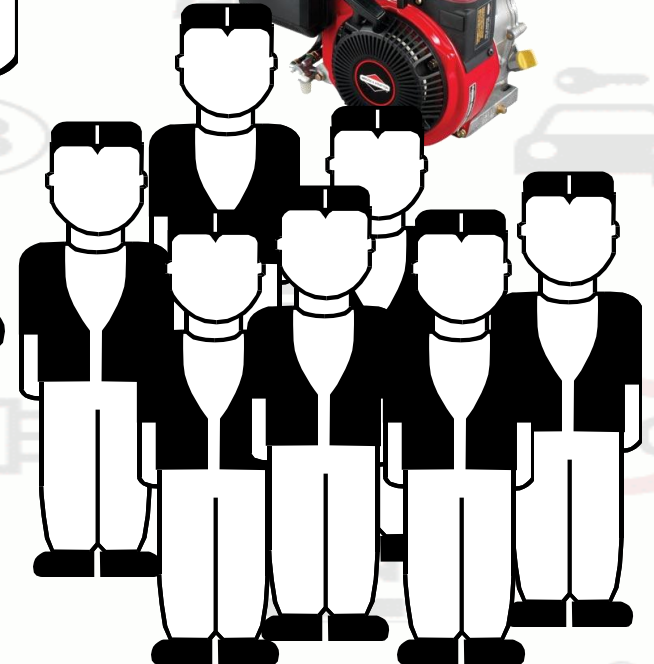
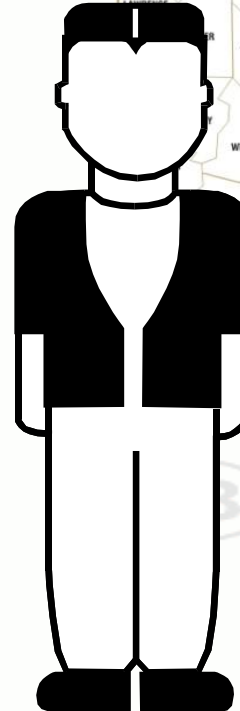
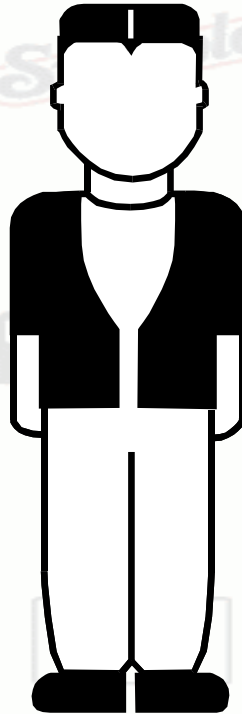


You and a partner and
some employees?
Regional business

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DO NOT PASS

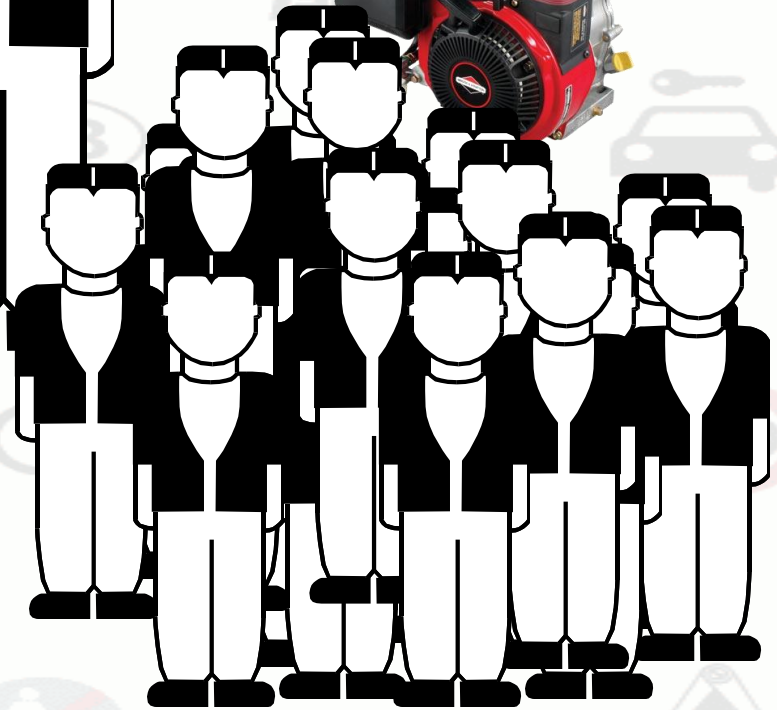
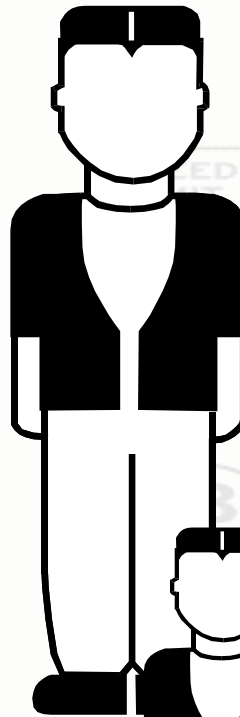
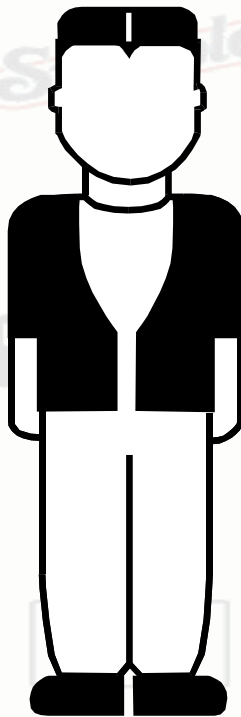


You and a partner and many employees?
Statewide business.

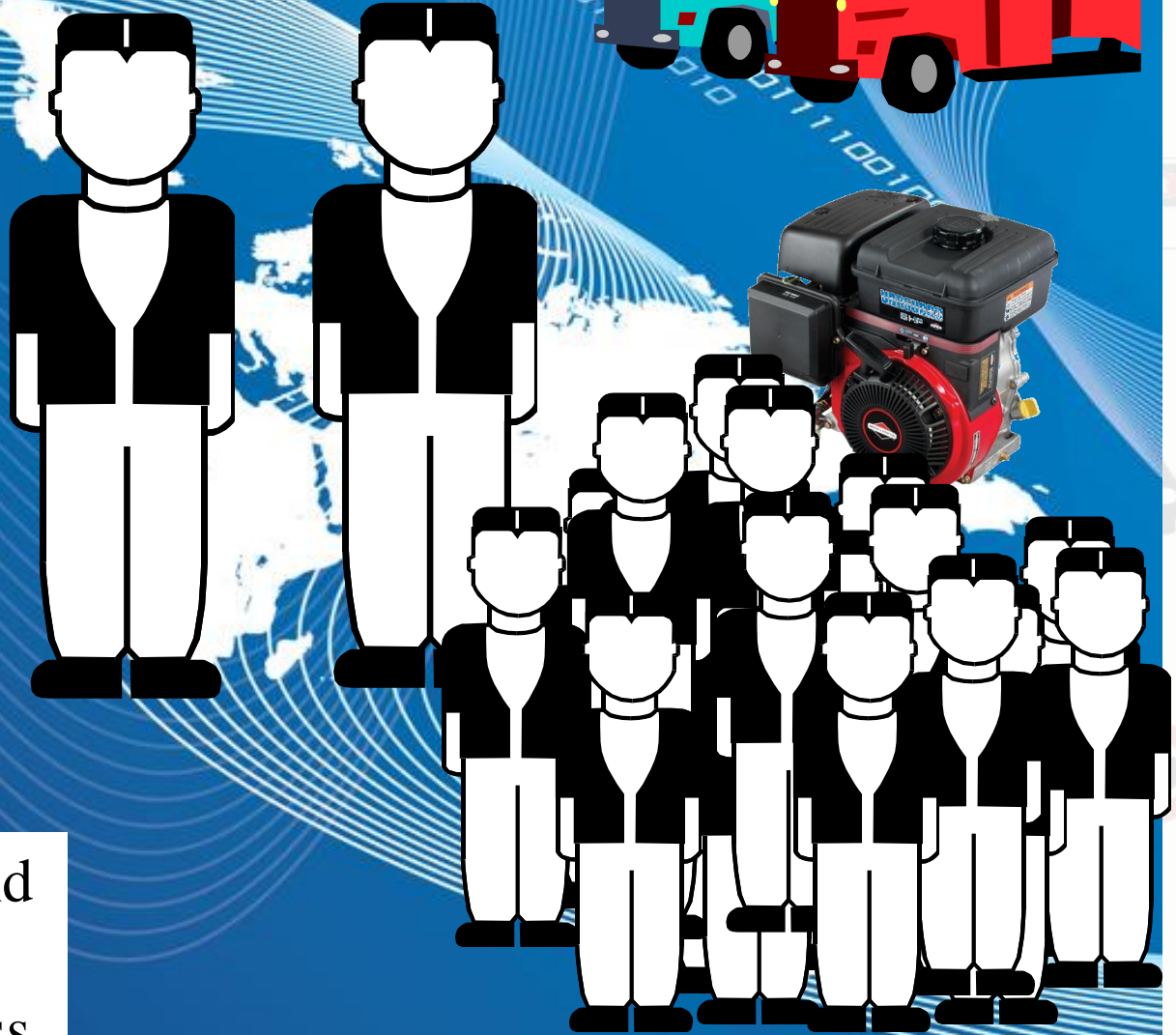
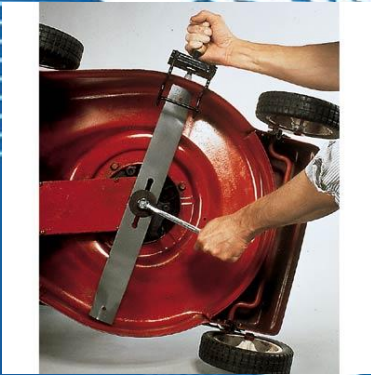
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You and a partner and many employees?
National business.

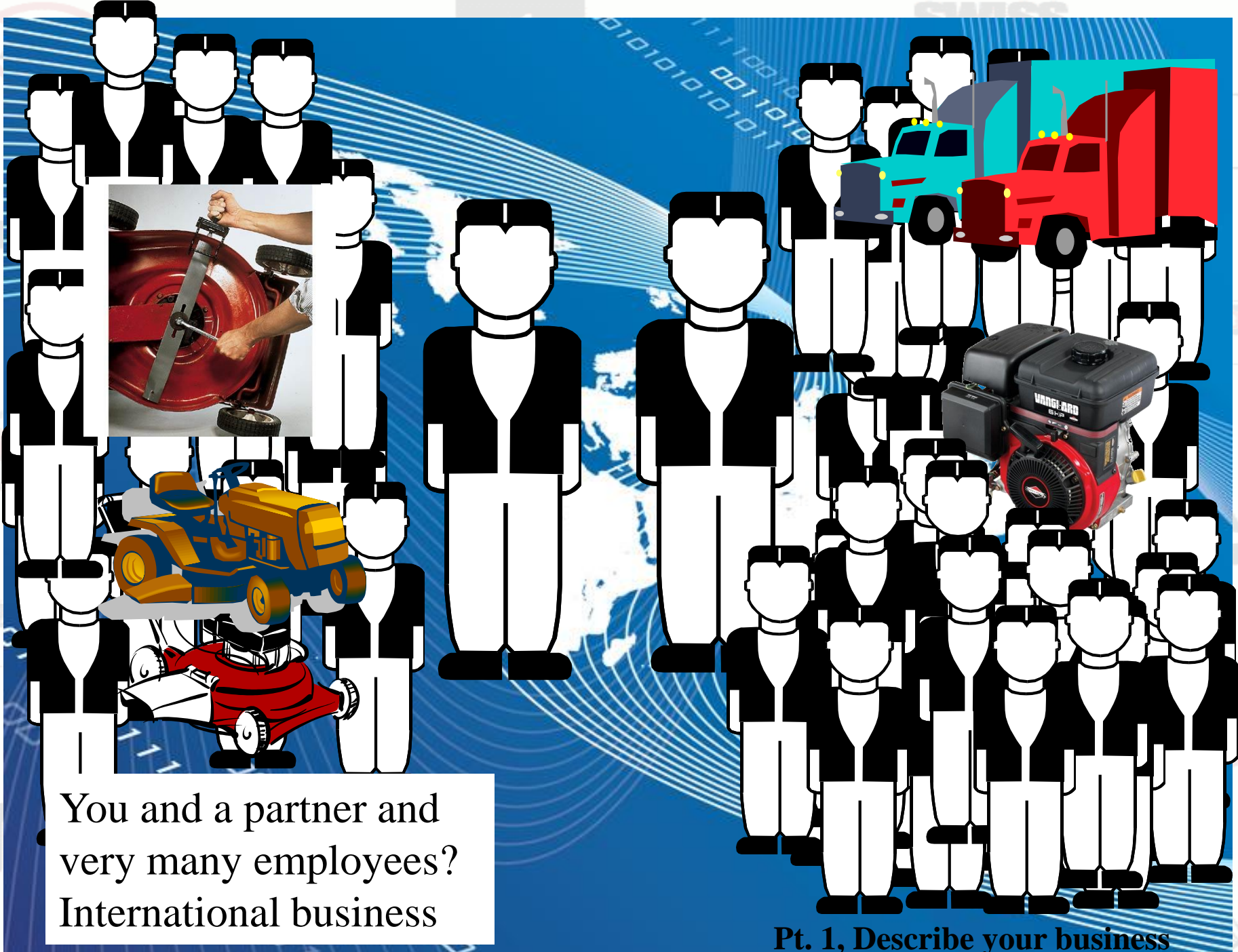


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You and a partner and many employees?
International business.

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You and a partner and
very many employees?
International business

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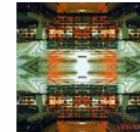
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Jared's Plog

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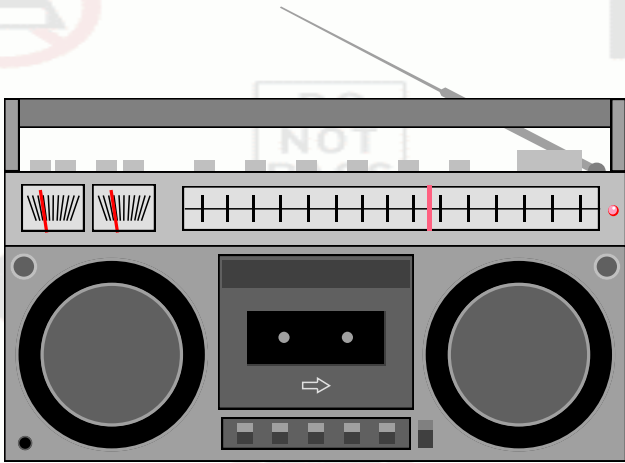
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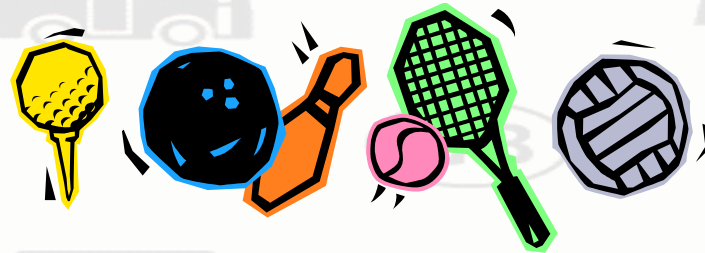
Pt. 1, Describe your business

First, describe your business...

- Size of business (local, state, national, international)
- Products or services

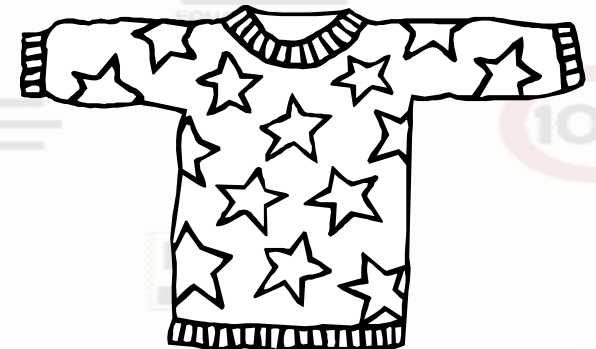
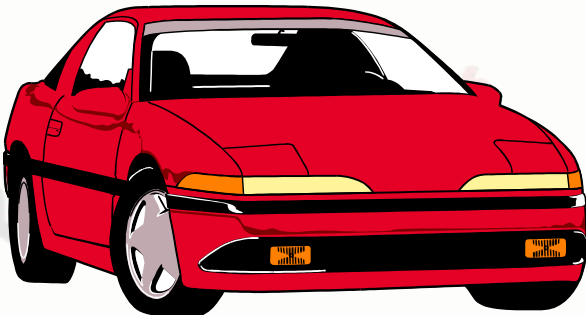


Products



You make it.

You sell it.



Pt. 1, Describe your business

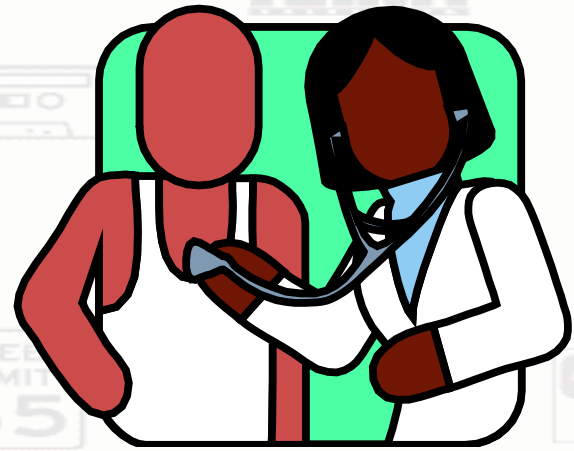
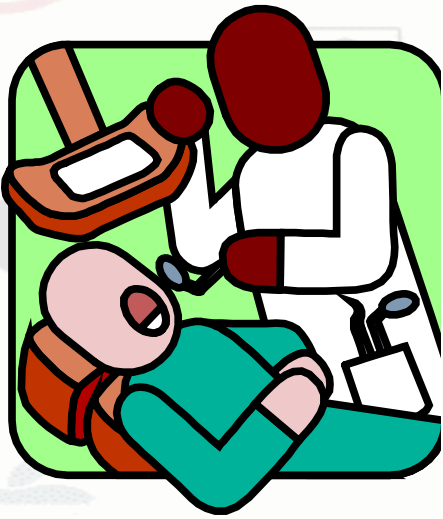


Products

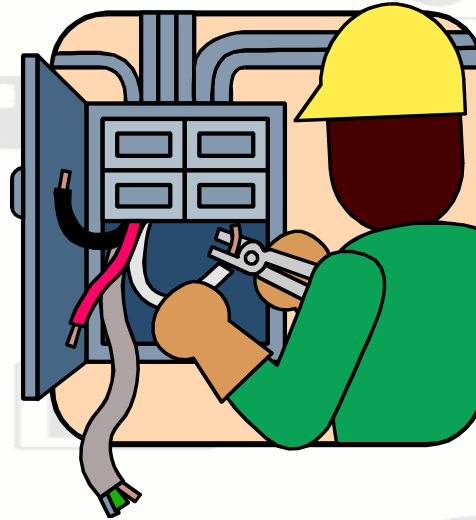


You make it.
You sell it.





Services



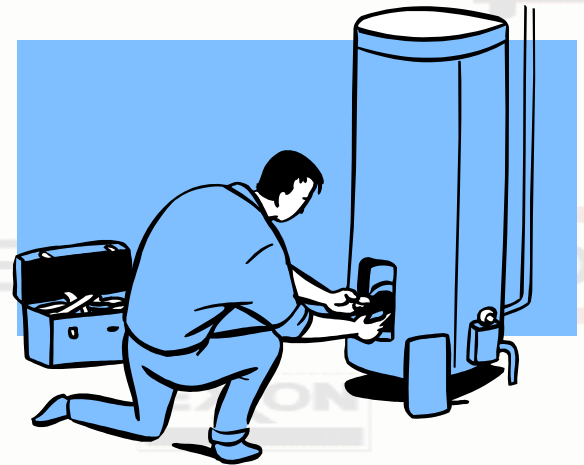
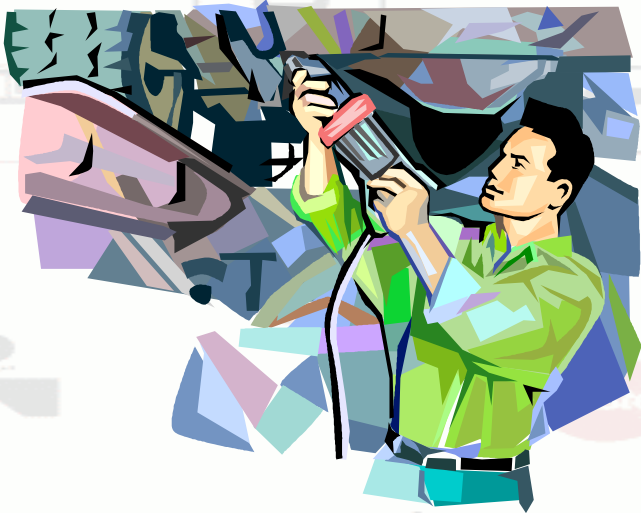
It's something you do.



Pt. 1, Describe your business

We Service What We Sell!

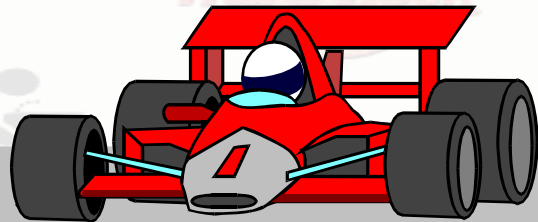
Products & Services



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First, describe your business...

- Size of business (local, state, national, international)
- Products or services
- Celebrity endorsements



Pt. 1, Describe your business



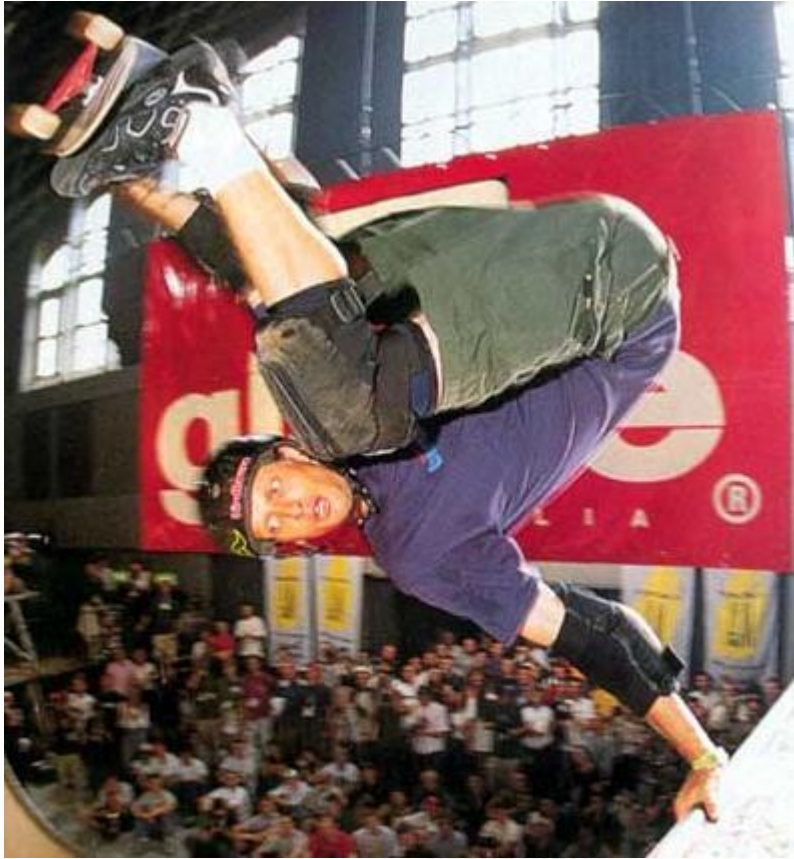
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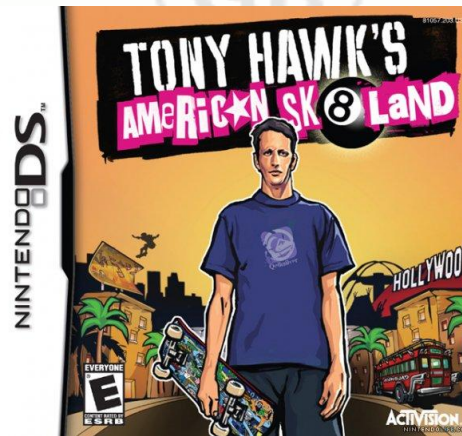
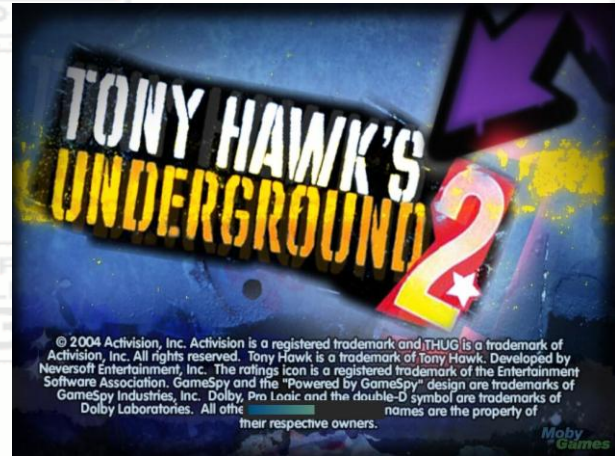
Who is this person?



Pt. 1, Describe your business



Pt. 1, Describe your business



Pt. 1, Describe your business



KOHL'S
expect great things®



Pt. 1, Describe your business

A "got milk?" advertisement featuring a man in a white t-shirt and dark pants performing a skateboard trick. He is upside down, holding the skateboard with both hands. The background is a blue sky with white clouds. The text "Break records. Not bones." is at the top, and "got milk?" is at the bottom right. Below the image, a white box contains the text: "Milk can help prevent stress fractures and broken bones."

Break records. Not bones.

got milk?

Milk can help prevent stress fractures and broken bones.



How old is
Tony Hawk?



May 12,
1968



May 12,
1968

46 years old

First, describe your business...

- Size of business (local, state, national, international)
- Products or services
- Celebrity endorsements
- Marketing and advertising strategies and,
- Target customers
- .com

www.mybusiness.com

Pt. 1, Describe your business

First, describe your business...

- Size of business (local, state, national, international)
- Products or services
- Celebrity endorsements
- Marketing and advertising strategies and,
- Target customers
- .com
- name of business

ECONOMY®

Pt. 1, Describe your business

ECONOMY®

ECONOMY®

ECONOMY®

ECONOMY®

ECONOMY®



Registered - Having the owners name entered in a registry...

Insert, Symbol

or type (R)

First, describe your business...

- Size of business (local, state, national, international)
- Products or services
- Celebrity endorsements
- Marketing and advertising strategies and,
- Target customers
- .com
- name of business
- logo



Describe what your logo might look like. More on logos tomorrow...



Pt. 1, Describe your business

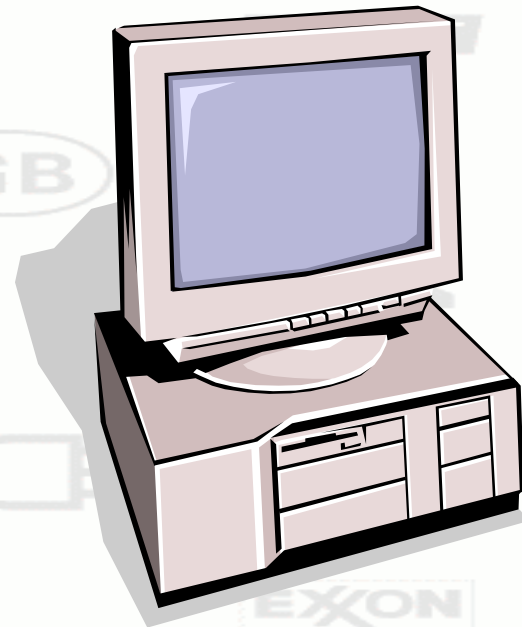
Think of things you like to do...

- Sports
- Hobbies
- Pastime activities



Want something different or unusual?

- Take different things and put them together...



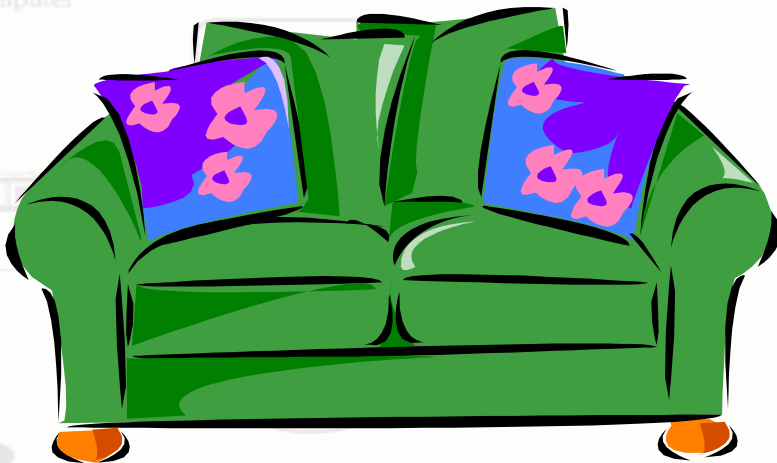
Want something different or unusual?

- Take different things and put them together...



Want something different or unusual?

- Take different things and put them together...



More ideas tomorrow...



Pt. 1, Describe Your Business,



Pt. 1, Describe Your Business,

- Size of business (local, state, national, international)
- Products or services
- Celebrity endorsements
- Marketing and advertising strategies and,

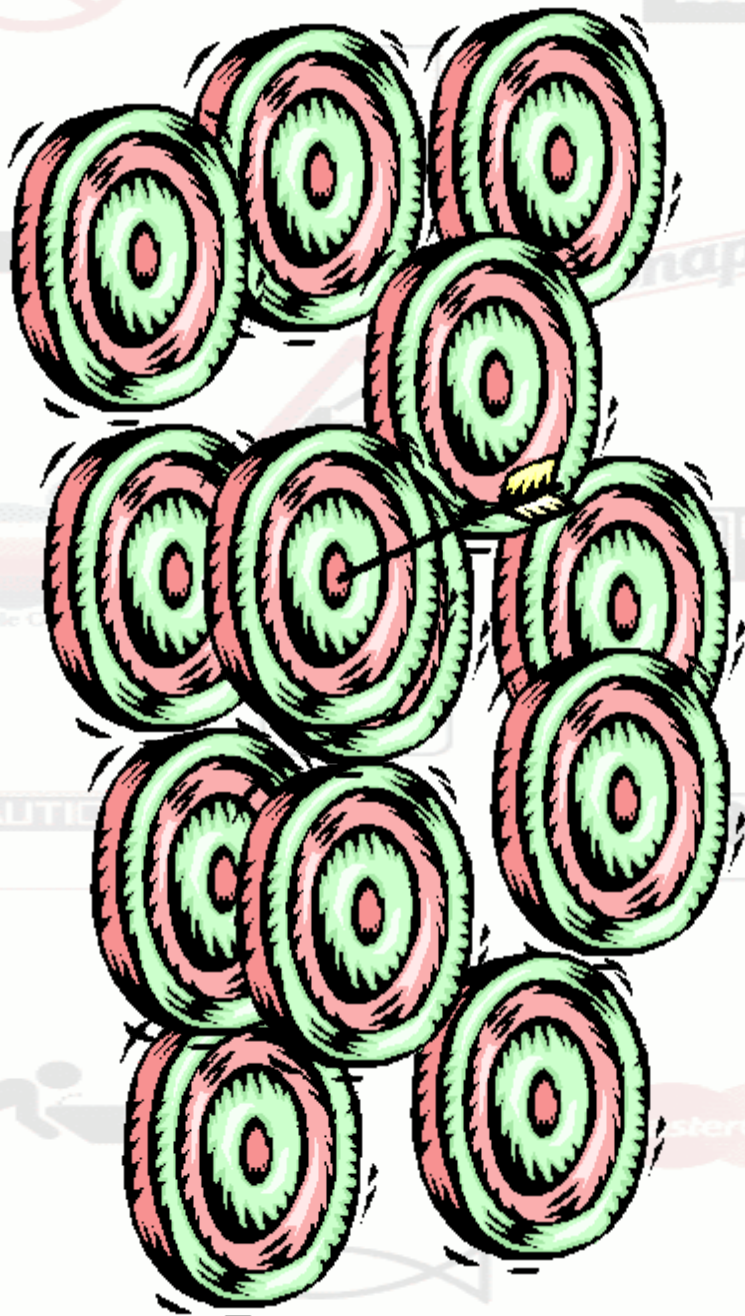
Pt. 1, Describe Your Business,

- Size of business (local, state, national, international)
- Products or services
- Celebrity endorsements

• Target customers

Pt. 1, Describe Your Business,

- Size of business (local, state, national, international)
- Products or services
- Celebrity endorsements
- Marketing and advertising strategies and,
- Target customers



Pt. 1, Describe your business

Your Target Customers

How old are they?

Male or female?

Rich or poor?



What magazines do they read?

Do they play any sports?

Where would they typically live?

What is important to them?

Do they like music?

If so, what kind?

Do they watch TV?

If so, when?

What programs do they watch?



8:00 AM

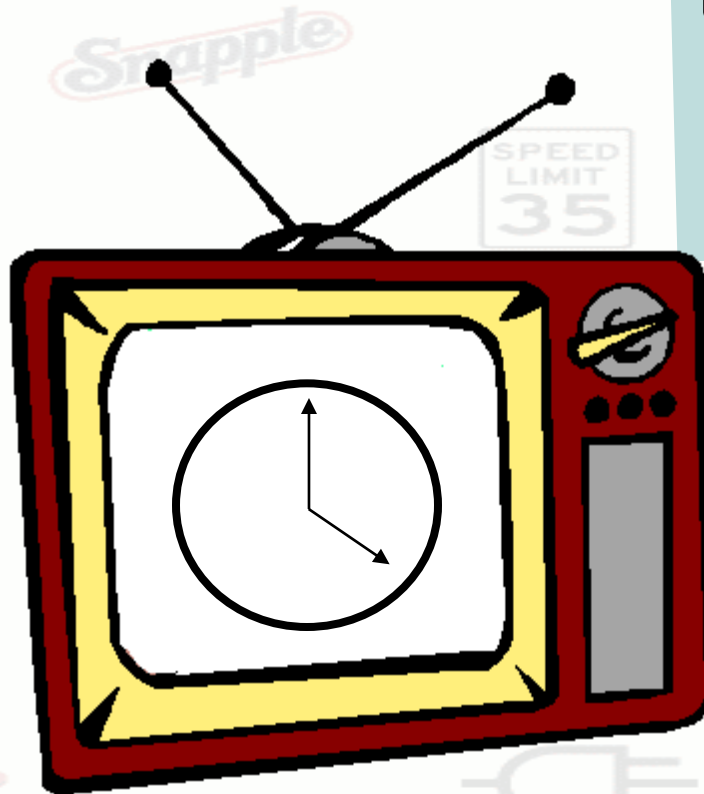


Pt. 1, Describe your business



11:00 AM

Pt. 1, Describe your business



4:00 PM



Pt. 1, Describe your business



8:00 PM



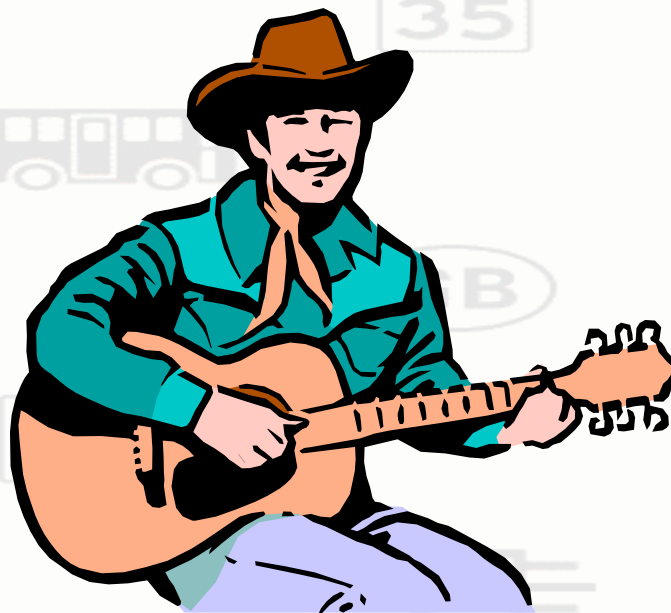
Pt. 1, Describe your business



Pt. 1, Describe your business



Pt. 1, Describe your business



FRAGGY 98

Pt. 1, Describe your business

**THE
RIVER**
97.3
WRVV



93.5 WTPA

Pt. 1, Describe your business



93.5 WTPA

Pt. 1, Describe your business

**THE
RIVER**
97.3
WRVV



93.5 WTPA

Pt. 1, Describe your business

**THE
RIVER**
97.3
WRVV



Pt. 1, Describe your business

**THE
RIVER**
97.3
WRVV



93.5 WTPA

**THE
RIVER**
97.3
WRVV



93.5 WTPA

Pt. 1, Describe your business

THE RIVER
97.3
WRVV



WARM UP WITH THE SAVINGS ON THESE PRE-OWNED CARS AND TRUCKS!

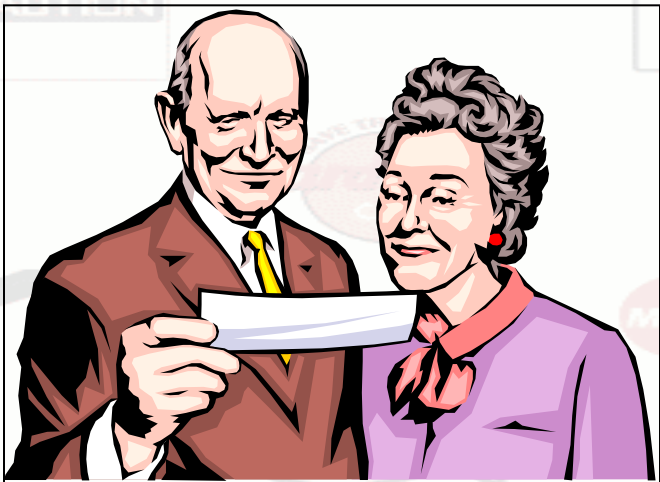
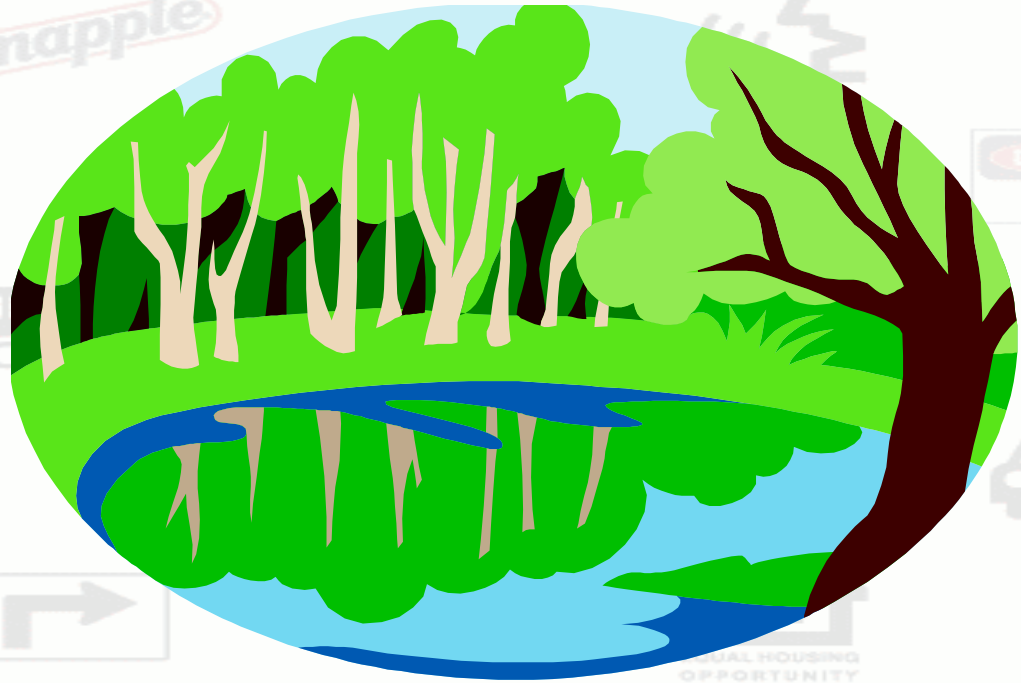
<p>01 Chrysler Sebring Convertible 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$14,895</p>	<p>04 Ford Excursion 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$6,895</p>	<p>07 Chevrolet Silverado 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$12,995</p>	<p>02 Ford Excursion 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$11,995</p>
<p>05 Pontiac Bonneville 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$14,895</p>	<p>05 Chevy Blazer 4x4 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$10,995</p>	<p>02 Buick Santa Fe 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$11,995</p>	<p>07 Suzuki Impreza 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$4,995</p>
<p>01 Buick Grand Prix 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$4,995</p>	<p>02 Dodge Grand Caravan 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$4,995</p>	<p>02 Toyota Tundra 4x4 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$11,495</p>	<p>04 GMC Sierra 2500 4x4 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$8,495</p>
<p>01 Ford Fiesta 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$4,995</p>	<p>02 Toyota Tacoma 4x4 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$4,995</p>	<p>01 Ford Ranger 5x4 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$12,995</p>	<p>04 Chevrolet Blazer 100,000 Miles, 180,000 Miles</p>  <p>Warm Up Savings Price \$8,495</p>

93.5 WTPA

Pt. 1, Describe your business

How will you advertise?

What would
your
commercials
be like?



Pt. 1, Describe your business

How will you advertise?

What would
your
commercials
be like?



Pt. 1, Describe your business

How will you advertise?



Pt. 1, Describe your business

How will you advertise?



Pt. 1, Describe your business

How will you advertise?



Pt. 1, Describe your business

How will you advertise?



Pt. 1, Describe your business

How will you advertise?



How will you advertise?



How will you advertise?



How will you advertise?

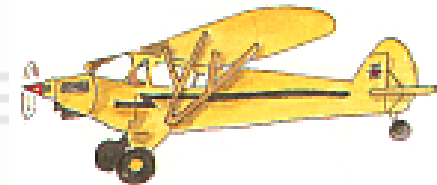


Pt. 1, Describe your business

How will you advertise?




How will you advertise?



Pt. 1, Describe your business

How will you advertise?

Cheaptickets.com Specials! - ...



CheapTicketsFlights
UNPUBLISHED AIRFARES
YOU CAN'T FIND ANYWHERE ELSE

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70%
On Life Insurance

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Kansas
- Kentucky
- Missouri
- New Hamp.
- New Jersey
- Pennsylvania
- Tennessee
- Texas



**If you die
What will
happen to
your family?**

**Monthly Rates for 10 Year
Non-tobacco Term Life Insurance**

Issue Age	30		40	
	Male	Female	Male	Female
\$100,000	\$7.09	\$6.56	\$8.40	\$7.79
\$250,000	\$10.28	\$9.19	\$13.12	\$11.81

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**Looking For A Job
or Looking To Hire?**

Harrisburg Help Wanted

Find Jobs In Your Area:

Search

HarrisburgHelpWanted.com
Long name, amazing results

How will you advertise?



How will you advertise?



Pt. 1, Describe your business