



The Truths About Advertising and Business

Advertising is nothing more than inviting people to do business with you...

Running a business without advertising is like throwing a party and not sending out invitations.

Being open doesn't guarantee traffic... Effective advertising does.

Advertising is an investment in the future of your business.

The only way to coast is downhill.

Advertising should be consistent.

A terrible thing happens without advertising... Nothing!

The two more powerful words in advertising are "Free" and "New"

Business is like a bicycle... Either keep up your speed or you'll fall down.

He (or she) who wants milk should not sit on a stool in the cow pasture and wait for the cow to back up to them.

Success in advertising is what you say times how many times you say it!

Never start an advertising campaign with the intention of ever stopping. To be successful, advertising, like a diet, must be ongoing.

Business is like a wheelbarrow... Nothing happens until you start pushing.

Doing business without advertising is like winking in the dark... You know what you are doing, but nobody else does.

Business goes where it's invited and stays where it's appreciated.

If you do what you've always done, you'll get what you've always got!

Business is like a steamship... If you're not treading water, you're sinking.

The last seven words of a dying business are: "we've never done it that way before."

You are not advertising to a standing army, you are advertising to a passing parade.

Advertising is not magic... Advertising cannot make a bad product good or sell something for which there is no market.