

Alison*s Art, Inc.

MARKETING BYTES

Business Issues . . . Every Byte Counts!

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BUSINESS ISSUE #1

GETTING THE MOST OUT OF MARKETING

M.O.S.T. Part 1: Your Success Insurance Policy

Welcome to *MARKETING BYTES: Business Issues*. This Newsletter has been designed as *an educational instrument consisting of units of information about marketing that provides the tools to build value in business One Byte at a Time*.

Each Issue will provide practical information falling into a variety of categories using acronyms to facilitate the digesting and assimilation of the concepts introduced. To begin, we will discuss *Getting the Most Out of Marketing* using the acronym *M.O.S.T. or Marketing Offers Success Tools*.

When you sit down to prepare your current year's list of paid expenses or next year's business expenses budget, your checklist will certainly include the types of insurance that protect all aspects of your personal and professional life: your health, your home, your family and your future. There is now a way to insure the success of your business as well. A *BUSINESS MARKETING PLAN* from Alison*s Art, Inc. can be *Your Success Insurance Policy*.

As with other types of insurance, Alison*s Art, Inc. *BUSINESS MARKETING PROGRAMS* come in all shapes, sizes and prices. But whatever type of plan you choose, having some kind of business success insurance is as essential as all your other policies. Please visit our website www.AlisonsArt.com to learn more about how Alison*s Art, Inc. can help your business, organization, events and ideas:

- ❁ Discover your niche and develop your marketing edge
- ❁ Research potential marketing programs and determine a budget for marketing
- ❁ Design your *Business Marketing Program* and/or advertising campaign
- ❁ Brand your business, organization, events and ideas with original *Art By Phil Jacobs and the Voice Over Art of Alison Gilbert*
- ❁ Write and edit copy for editorial as well as promotional venues
- ❁ Analyze the cost effectiveness and ROI of past and present programs
- ❁ Integrate the above with our *Organizational Development Services*

Our fees are flexible and based on the scope and length of your project. We will work closely with you to design a marketing program for your success. Visit our website www.AlisonsArt.com to learn more about all our **BUSINESS MARKETING SERVICES**, *Designed For the Success of Your Business, Organization, Events and Ideas.* 112007

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