

Where To Call For Free Printing, Advertising And Free Business Advice! - Why Pay For It?

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Believe it or not, there are plenty of opportunities out there for you to get your written materials free of charge, for free advertising space, and free business advice.

For free advertising space, many publications will write an article about you or your product if you purchase advertising space with them. One way publications sell advertising space is to agree that if the advertiser purchases the ad, he will also receive a certain amount of free editorial space. This free editorial space essentially doubles the amount of space you get for a given amount of money. This editorial space is devoted to an article about the company or individual or product, and it has the added cachet of seeming to be work of an outside source. The editorial company be written by the publication staff, or the advertiser may provide the copy.

Press releases can be another excellent source of free space. A well-written press release on an interesting subject will attract the editor's interest. The editor may even follow up with a phone call for more details. The result can be anything from a paragraph to a feature article. All this comes for the price of mailing the release. Keep in mind that you want to target the publication that write about the kinds of things you are doing.

Many telephone call-in shows will take calls from entrepreneurs with interesting products or stories. DTC Publishing Company, P.O. Box 1606-MM, Ozark, AL 36360 has a list of 500 stations around the country that you can contact to work out possibilities for free air time. Note that in approaching these stations you want to come across as something of an expert in your field rather than appearing to be nothing more than a salesman flogging his wares.

A source of free advertising and marketing advice is Mr. Carroll Rollin, a former advertising manager for such magazines as *Wealth Secrets* and the *Business Opportunities Journal*, and a current associate of Direct Response Television Productions Mr. Rollin can be reached at (619) 263-0582 for free advice on how and where to get free advertising, how to start and promote a business, and how to do television and magazine advertising.

For free printing, look for such printers as Advanced Printers (705 S Union Ave., Dept MM, Ozark, AL 36360, (205)774-7743). Advanced Printers offers a "24 HRS OR IT'S FREE" guarantee on flat sheet printing. The company also offers information about it's Elite Dealership Program.