

Inc Magazine Do it Your Self Marketing Analysis March 1992
AAA Small Car World

GOOD FORM: THE ELEMENTS OF THE PERFECT DIRECT-MAIL PITCH

Inc

THE MAGAZINE FOR GROWING COMPANIES

'SMART' START-UPS

WHY TODAY'S
NEW BUSINESSES HAVE
A WHOLE NEW LOOK

COMPANY PROFILE:
Maintaining Peak
Performance over Time

ROAD WARRIORS:
How to Get
Face-to-Face with
Your Customers

PLUS: Why *Every* Business
Should Be a Family Business

MARCH 1992/\$3.00



FOUNDER SUSAN MICHAELS,
ONE OF THE NEW BREED

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JUST DO IT

We continue to get mail about our November cover story, "Do-It-Yourself Marketing." There were more letters from advertising and public-relations professionals accusing us of taking money from their pockets, but we also heard from company owners who agreed that it's smart to do it yourself.

Every day I receive from a small company an advertisement or promotional piece that is poorly prepared and executed, and improperly targeted. These businesses are too small to hire an agency or seek outside help, but are incapable of doing the work themselves. The answer is self-education: read, read, and read some more. Everything you need to know is available, and with a little creativity you can succeed with your own "do-it-yourself marketing." Because I wanted to grow swiftly, I had to learn these skills myself.

Ron Sturgeon
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