

For Immediate Release

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Traditional Advertising Seriously Hurts – Sometimes Even Destroys - Today's Small Businesses!

Every day thousands of small business owners around the country are putting their livelihood and profits at risk without realizing it. And their doing it by advertising!

"When you market your business using certain traditional advertising methods, it's like shooting in the dark and hoping to hit the target" says Dan Rollins, a professional copywriter and author of ***"7 Steps To White-Hot Advertising"***. He adds, "...not only will your prospect rarely see these ads, but they can annoy the reader becoming a complete waste of time... money... and resources".

In addition to revealing the difference between a good ad and a bad one, Dan will show your audience at least 4 other little-known secrets to successful advertising including:

- How to write irresistible headlines.
- How to make your newspaper advertising as much as 750% more profitable.
- What to write on a simple postcard that will flood your business with fresh, hot leads.
- How to make your Yellow Page ad pull in 400% more business than it does now.

For an exciting, informative interview... call Dan at (XXX) XXX - XXXX.

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