

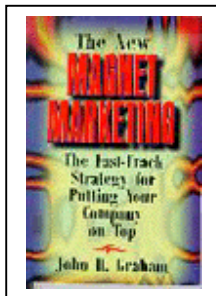
This months password
... puppy



August 2000

- The New Magnet Marketing**
(Book of the month)
- The Success System that Never Fails
- Building the Happiness-Centred Business
- Do-It-Yourself Direct Marketing
- Successful Advertising For Small Business
- The E-Myth
- Your Complete Business Marketing Toolbox (Cassette or CD)

Book of the Month



The New Magnet Marketing by John R. Graham

Aust. **\$37.40** (Incl GST)
Overseas **A\$34.00**

In *The New Magnet Marketing*, Graham takes the reader through each step of the marketing process, detailing:

- The difference between marketing and sales and why marketing must come first.
- Why traditional ways of selling don't work in today's economy.
- How to find your target audience and turn prospects into customers.
- Why the press is your friend and how to use it.
- The best way to use tools such as newsletters, brochures, and direct mail.
- How to think like a customer.
- How to best use databases and the internet.

The Success System That Never Fails

By *W Clement Stone*

Aust. **\$18.70** (Incl. GST)
Overseas **A\$17.00**

Everyone is potentially gifted, but successful people dare to aim high and believe in themselves. W. Clement Stone's phenomenal rise from newspaper boy to head of a multimillion dollar corporation demonstrates the validity of his Success System and is ample proof that 'you become what you think.'

Building The Happiness-Centred Business

By *Dr Paddi Lund*

Aust. **\$44.00** (Incl. GST)
Overseas **A\$40.00**

Business, happiness and money never mixed ... until now.

How you can find happiness in your business and reap all the rewards that it brings (including increased profits), by following in the footsteps of a crazy dentist.

Do-It- Yourself Direct Marketing

by *Mark S. Bacon*

Aust. **\$34.10** (Incl. GST)
Overseas **A\$31.00**

Thoroughly revised and expanded, this indispensable edition covers all the essentials for success, including:

- The internet as a direct marketing channel- from setting up Web pages to the latest, cutting-edge technological advances.
- New information on reaching specific target groups.
- How to use all types of direct marketing media - mail order, telemarketing, radio/TV, newsletters and print ad.
- Inside money-and time-saving tips.
- Strategies for identifying market niches, tracking responses, creating a direct mail database and much more.

Successful Advertising for Small Businesses

By Conrad Berke

Aust. **\$37.40** (Incl. GST)

Overseas **A\$34.00**

There is nothing mysterious about creating high-quality, effective advertising - but there is a lot to learn. In this remarkable handbook, you'll discover how to plan and carry out an ad campaign that boosts sales, increases profits, and helps your business grow. Small business advertising veteran Conrad Berke provides countless examples as he shows you step by step how to conceive, budget, create and place ads that will have customers flocking to your place of business ready to spend money.

The E- Myth

By Michael E. Gerber

Aust. **\$30.80** (Incl. GST)

Overseas **A\$28.00**

Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business. Next, he walks you through the steps in the life of a business - from entrepreneurial perspective, the guiding light of all businesses that succeed - and shows how to apply the lessons of franchising to any business. He finally looks at the distinction between working *on* your business and working *in* your business.

Special Introductory Offer

... **\$30 saving**

6 Cassette Set

Aust. **\$108.90** (Incl. GST)

Overseas **A\$99.00**

4 CD Set

Aust. **\$130.90** (Incl. GST)

Overseas **A\$119.00**

The Complete Business Marketing Toolbox by Winston Marsh & Joe Vitale

A street smart marketing education like you never had before. A crash course in cunning tactics and savvy strategies that will give your business an incredible shot in the arm... not for a day or two, but forever. In plain and simple language, downright dead easy concepts are explained and illustrated with practical examples that will have you just itching to get on and make them work for you.

You eavesdrop on a session with two marketing masterminds as they discuss little known, street smart, state of the art marketing ideas that can mean millions of dollars of extra revenue for any business. Blissfully disregarding the microphones that catch every word of every secret, they bounce ideas off each other that most people would kill to hear.

From profitable business cards and brilliant brochures through to compelling sales letters and eyeball sucking websites... it's all here for you.

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www.bgrowth.com.au

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<input type="checkbox"/> Do It Yourself Direct Marketing	\$ 34.10	\$ 31.00	\$
<input type="checkbox"/> Successful Advertising for Small Bus.	\$ 37.40	\$ 34.00	\$
<input type="checkbox"/> The E Myth	\$ 30.80	\$ 28.00	\$
<input type="checkbox"/> Your complete marketing toolbox 6 Cassette Version	\$108.90	\$ 99.00	\$
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