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# How To Kill A Business In **Ten Easy Steps**

 Don't advertise Just pretend everybody knows. what you have to offer

L. Don't advertise Tell yourself you just don't have time to spend thinking about promoting your business

Don't advertise Just assume everybody knows what you sell

 Don't advertise Convince yourself that you visbeen in business so long customers will automatically come to you

 Don't advertise Forget that there are new potential customers who would do business with you if they were urged to do so

D. Don't advertise Forget that you have competition frying to affract your customers dady from you

 Don't advertise Tell yourself it costs too much to advertise and that you don't get enough out of k.

O. Don't advertise Overlook the lact that advertising is an investment in selling - not an expense

9. Don't advertise Be sure not to provide an adequate advertising budget for business

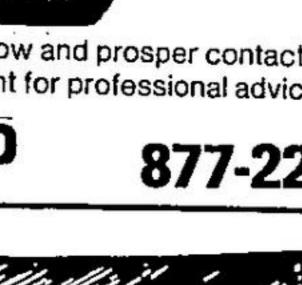
10. Don't advertise Forget that you have to keep reminding your established customers that you appreciate their business



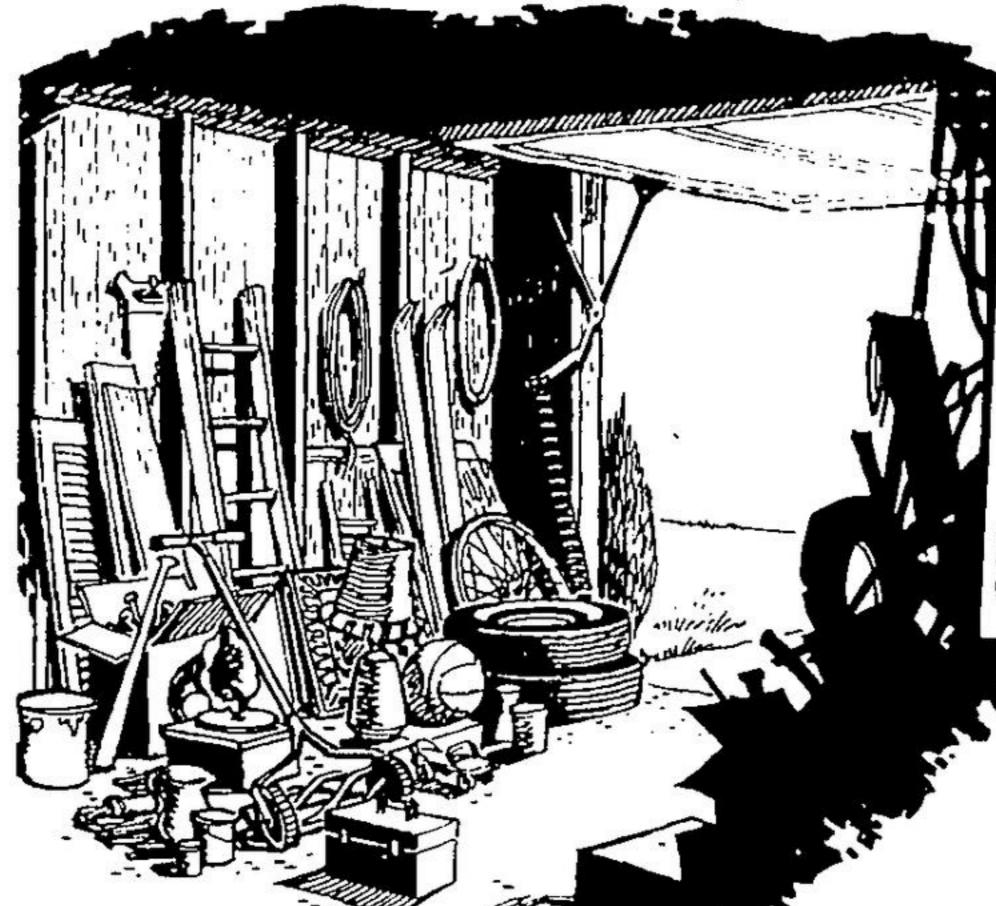
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