

Think **Big** ... Think **Business!**

# Why Television...!

It's Just This Simple... **'THAT'S WHERE THE AUDIENCE IS!'**  
Technology may have changed, but **TELEVISION** is still the **#1**  
preferred & trusted source of news and information for consumers.

Television continues to outpace all other media  
sources in cost effective delivery of your message!

**Thinking BIG for Your BUSINESS?**

**Think Entrepreneurial Spirit!**

**THE RIGHT CONNECTION!**








Call Entrepreneurial Spirit  
at (856) 435-4777

To Market Your Business The Right Way!

***This is not the time for tiny thinking!***

# Why Advertise on TV?

-  — Entrepreneurial Spirit produces television programs where your business has an opportunity to connect with our audience at affordable rates.
-  — Television reaches a larger demographic audience than any other major medium. These are potential customers no matter what products or services your business is selling.
-  — Americans in households across the country still get more information by watching television than with radio, news papers, magazines and even the Internet.
-  — Potential customers perceive television to be the most “influential,” “authoritative,” “exciting,” and “persuasive” advertising medium.
-  — And, most importantly to advertisers, television is the medium where consumers are most likely to learn about products that they are interested in buying.

**R**each more people on television and give value to your business and benefit to the audience...  
**Y**our job is...should you choose to accept it is:  
‘To make people aware you’re open for business!’

## ***Don't miss your opportunity to;***

- Create Name Recognition
- Look Smart and Be an Expert
- Build Credibility
- Showcase a New Technology
- Profile Your Business & Connect With Consumers

## ***Ready to put your business in the marketplace?***

- Success is in your hands.
- Take advantage of pre-taping workshops.
- Create a strategy of continuous marketing that brings customers to your door.
- Make **B<sub>B</sub>** and **B<sub>C</sub>** Connections.  
business to business and business to consumer
- Make sure you have all the basics covered so that you can be successful in business.

***WE CREATE DIVERSE TELEVISION PRIGRAMS Where you can , 'Let People know 'You're Open For Business!'***



***'e SPIRIT' Profiles of Women in Business***



***'UNITED SMALL BUSINESS REPORT' News, Information, Resources & Interviews***



***'THE MINORITY REPORT' A Showcase of Business Diversity & Excellence***

***Only television can deliver The right message... To the right people... At the right time... In the right place.***

***'ENTREPRENEURIAL SPIRIT' Business profiles, Practical Information, and Human Interest Stories***



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