

## Create a Big Image in 10 Steps.

Here are some tips to create a big image and some of the tools you can use.  
Visualise your big company image and where you want it to be in 3 months time.

1. Company Brochure, Minimum 2,000 professionally printed in full colour with relevant background graphics.
2. Professionally printed letterheads and with compliments slips.
3. Business cards that work and support your message.
4. Mobile Phone with message bank or answering service.
5. Office Phone that can divert to the mobile or answering service.
6. A well equipped office either in a suite or a dedicated home office.
7. Computer with an Email address and possible website.
8. A well placed Advertisement in the Yellow Pages as large as you can afford that makes a special buying offer that your competitors don't.
9. Be bold and creative, plan press releases, promotions, letter campaigns, Newsletters, sales presentations and talk to everyone about your business.
10. A small written plan that details daily business building activities for the next 3 months. Spend just 1 hour per day working with your plan building your business.

Regards, Reg Templer  
Business Guerrillas