



## **Summary: Getting Business To Come To You - Paul, Sarah Edwards and Laura C. Douglas: Everything You Need to Do Your Own Advertising & Sales Promotions**

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**Complete summary of Paul and Sarah Edwards and Laura C. Douglas' book: "Getting Business To Come To You: Everything You Need to Do Your Own Advertising & Sales Promotions".**

This summary of the ideas from Paul and Sarah Edwards and Laura C. Douglas' book "Getting Business To Come To You" shows that the only truly essential element for a successful business is having enough people to buy your product or service week after week. In other words, marketing is the life blood of any business. Marketing does not necessarily require you to be on the road. This summary suggests that there are effective ways of maintaining a business profile, so that people come to do business with you on their own account. This requires an effective, high profile strategy that any business can develop for themselves if they use the right techniques. There's no single magic strategy that works for every business. Marketing will always be an ongoing, experimental process that in the final analysis must stand or fall on its own merits. The key is not to rely on any one method exclusively, but to have a wide range of marketing activities underway all the time.

## **Added-value of this summary:**

- Save time
- Understand the key concepts
- Increase your business knowledge

**To learn more, read "Getting Business To Come To You" and discover how to grow your business.**

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**Peter Landon:**

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