



**A Lifeline**

*Spenguin's  
suits*

**I got a  
free logo  
from clip art.**

Yes and it's very popular with several  
of your competitors.

**Marketing  
doesn't work. I  
sent out 1,000  
postcards and...  
nothing!**

**It won't  
work.**



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I think I got one of them, I couldn't find any  
contact information on it.

**It won't  
work.**

Millions of advertisers  
can't be wrong.

**No  
time!**



# Denial ain't just a river in Egypt

Mark Twain

**None of my competitors advertise.**

Be ahead of your competitors.

**I got a free logo from clip art.**

Yes and it's very popular with several of your competitors.

**No time!**

Call Penguin Suits.

**It won't work.**

Millions of advertisers can't be wrong.

**Marketing doesn't work. I sent out 1,000 postcards and... nothing!**

I think I got one of them. I couldn't find any contact information on it.

**I don't know where to start.**

Penguin Suits can help. Give us a call at 830.816.8238.

**I did my own website.**

I wired my own house. That reminds me, I have to call the fire department.

**Design doesn't help my business.**

Good design catches and keeps the attention of a targeted market. Bad design detracts.

**I can get it cheaper.**

You get what you pay for.

**Can you make my brochure professional and editable in Word?**

Hmm. Not one of my professional design programs has an "export to Word" function. It must be some kind of conspiracy because Word is clearly the best tool for the job.

**I don't do marketing.**

Oh yes you do. Just not well. Every time you present your business you are marketing.

**There's no ROI.**

Good marketing has measurable return on investment.





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