

## *The Power of Information*

Having access to great information is an important strategy for making more money.

### *Books*

**101 Ways To Promote Yourself**, Raleigh Pinsky – Avon Books, 1997.

**Getting Business To Come To You**, Paul and Sarah Edwards – Tarcher/Putnam, 1998.

**Get Clients NOW!**, C.J. Hayden – AMACOM, 1999.

**Guerilla Marketing**, Jay Conrad Levinson – Houghton, Mifflin, 1998.

**Non-Stop Networking**, Andrea R. Nierenberg – Capital Books, Inc., 2002.

**Six Steps To Free Publicity**, Marcia Yudkin – Plume, 1994.

**Smart Strategies For Growing Your Business**, Terri Lonier – John Wiley & Sons Inc., 1998.

**Work Less, Make More**, Jennifer White – John Wiley & Sons Inc., 1998.

### *Websites*

#### **Best Industry Resource Sites (In Alphabetical Order)**

The following companies provide information and business building tools for promotional products professionals.

#### **Advertising Specialty Institute®**

Information, resources, catalogs, company stores, trade publications, industry trade shows research tools, discounts on services, web sites

[www.asicentral.com](http://www.asicentral.com)

#### **Blastmasters**

Information, closeouts and special offers for distributors sent via email.

[www.blastmasters.net](http://www.blastmasters.net)

#### **Impact Group**

Information, resources, catalogs, and web sites

[www.theimpactgroup.net](http://www.theimpactgroup.net)

**Promotional Marketing Digital Marketplace**

Information, resources, trade publications, and research tools

[www.pmdm.com](http://www.pmdm.com)

**Promotional Products Association International**

The trade association for promotional products professionals.

Research, resources, trade publications and industry trade shows

[www.ppa.org](http://www.ppa.org)

**Regional Trade Associations For Promotional Products Professionals.**

An on-line resource that lists regional trade associations and information

[www.regionalassociation.com/public](http://www.regionalassociation.com/public)

**Rosalie Marcus –“The Promo Biz Coach”**

Industry specific business coaching and teleconferences

Information and resources for promotional products professionals.

Free email newsletter with Insider Sales Secrets every month.

[www.promobizcoach.com](http://www.promobizcoach.com)

**SAGE®**

Research, publications, company stores, credit card merchant account processing, web sites

[www.sageworld.com](http://www.sageworld.com)

**Shortys**

Resources, forms and web sites

[www.shortysplace.com](http://www.shortysplace.com)

**Supplier Specials**

Supplier special offers sent via email

[www.supplierspecials.com](http://www.supplierspecials.com)

**Non- Industry Web Sites of Interest:**

**Get Clients NOW! – C. J. Hayden**

Information, articles and resources for marketing your business. Free monthly email newsletter

[www.getclientsnow.com](http://www.getclientsnow.com)

**Minority Business Development Agency**

Dept. of Commerce organization that works to further the establishment and growth of minority-owned businesses in the US.

[www.mbda.gov/](http://www.mbda.gov/)

**Self Marketing**

Andrea Nierenberg's web site has articles, networking tips and resources for marketing your business and your services. Free monthly email newsletter.

[www.selfmarketing.com](http://www.selfmarketing.com)

**Service Corp. of Retired Executives (SCORE)**

Retired executives providing small business counseling. A program partner of the Small Business Administration.

[www.score.org](http://www.score.org)

**Toastmasters International**

National organization for improving public speaking skills.

[www.toastmasters.com](http://www.toastmasters.com)

**United States Small Business Administration Website**

A wealth of information for small business success.

[www.sba.org](http://www.sba.org)

**Women's Business Enterprise Council**

Information about getting certified as a WBE (Women's Business Enterprise) and numerous education and networking events.

[www.wbenc.com](http://www.wbenc.com)