

## Do you get what YOU pay for?

There's the top line...

And then there's the **BOTTOM LINE**.

What happens in between doesn't always add value.

Take for instance a marketing and advertising agency.

A great agency definitely needs talent... **REAL TALENT**.

- You need someone who knows strategy and can scope out the most cost effective plan to meet your goals.
- You need a copy wizard that can craft a persuasive winning message.
- You need a graphic designer that can pull readers into your marketing piece.
- You need a web designer to create a website that works... and looks professional.

How about a high-rent-district, fancy office?

That's an "in between" that does nothing for you... so why pay for it?

I'm <name> and that's what I thought when I created <company name> - a virtual marketing and advertising agency.

I spent years – 12 of them – in the big agency world.

It was fascinating. I did a lot of great things. Worked on many Fortune 500 accounts.

But when I took a hard look at my day to day experience, I noticed I was spending more time on the business of big agency business and less time on the creative work itself.

And that was disappointing.

The solution: loose the overhead, focus on the creative and pass the savings on to you.

I've assembled a core team of experienced and talented folks that work better from their chosen creative castles than high rent fancy offices. It can be the middle of a big city, within ear shot of the surf or a rustic out of the way woodsy home.

We collaborate when we need to using fancy modern tools of the global economy and even that old fashion telephone.

You'll still be able to get a hold of me when needed... in fact easier than if I was still in a big agency. And best of all you'll get great advertising at "wholesale" fees.

And when it comes to your marketing and advertising needs - you get premium talent, without a premium fee that's squandered on overhead.

**Get what you pay for...**

Call (###.###.####) or email (hello@companyname.com)