

Gourmet Taste With a Mickey Mouse Wallet?

By Bill Vannot

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What does it cost to eat a Gourmet Meal?

It certainly isn't cheap. Run of the mill Steak Dinners aren't cheap, either.

Fine dining is something we associate with people who like to travel in style. They really can appreciate the difference between a dinner in a 5 Star Hotel and a neighborhood diner.

It isn't unusual to pay a day's wages for a steak dinner with vintage wine. You just cannot buy a gourmet meal at supermarket prices, now can you?

Let's compare gourmet meals with advertising.

First of all we all know that the cheapest of anything isn't always the best. We can't always afford the best of everything, or can we?

It is a confusing thought because we can't know what the best really is, until we try "others" that are in the same category. We can really waste a lot of money trying to figure out who the best IS, in any category. Add up all the wasted money and maybe you could have afforded the best that money can buy.

In advertising, going the economy route initially, can be helpful. At some point in your business career you should

shift gears and consider the gourmet advertiser. A gourmet advertiser should handle your ads with great care.

Why?

Well, your business advertising is your future and not just a dollar bill. A gourmet advertiser treats you with respect because their reputation is on the line. Frankly their business survival depends on service and reputation. They are only successful if you are successful.

Just about every guarantee you see has the word return in it. Many guarantees are conditional. A gourmet advertiser doesn't need conditions because a gourmet advertiser isn't an ordinary business. These advertisers feel like you "deserve" the very best. They are happy to serve you with honesty, courtesy and integrity.

The next time that you are in the market for good advertising, why not try a gourmet advertiser? The "real" test is in the service you get. With valet service, you'll feel like you have parked a Rolls Royce next to a small economy car.

You really can have gourmet tastes with a Mickey Mouse wallet. Just look at all the money you'll be saving, instead of spending

Tired of going back to the word "GO"?
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