

## Ask Yourself

*Is your current advertising campaign cutting through the advertising clutter?*

*Do you have a good understanding of how to choose a media to advertise your business?*

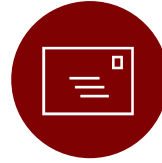
*Do you have an Advertising Strategy?*

*Do you know the secret to Effectively Advertising Your Business?*

If you answered **NO** to one of these questions, you may need a **Advertising Coach**.

**Your Advertising Coach .com** is an initiative of RELM Group to provide knowledge for effective advertising to new and small businesses through group and individual coaching sessions.

**RELM Group** is an advertising and marketing firm that specializes in maximizing advertising budgets through traditional and non-traditional advertising methods.



**CALL TODAY FOR A  
FREE 15 MINUTE  
CONSULTATION.**

A Division of

## **RELM Group**

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# Get Your Advertising Questions Answered

Professional Advertising  
Consulting,  
makes a difference  
with



Empowering Your Advertising Knowledge

## About Your Coach



Robert E Leach, President of RELM Group, is the driving force behind maximizing advertising budgets out of South Atlanta. This native New Yorker has over 20 years experience in sales and marketing and is a 2 time graduate of Syracuse University.

Working with Viacom, Entercom, Salt City Communication, and Cox radio has given him a chance to help hundreds of businesses in different industries increase sales. He has developed successful advertising and/or sponsorship programs for Freddie Mac, Coca-Cola, Campbell's Chunky Soup, Dozier Homes, 1 Source Financial and the NY Giants to name a few.

He serves on the Board for the South Fulton Chamber of Commerce and he is active in the Georgia Black Chamber of Commerce, the Syracuse University Alumni Club of Atlanta and Phi Beta Sigma Fraternity.

## Services

### Seminars

Your Advertising Coach offers training seminars to empower business owners with the advertising knowledge to put together an effective advertising campaign for themselves.

### Consulting

If you don't have time to go to a seminar, you can receive one on one consulting to assist you with your advertising concerns.

### Guest Speaker

Your Advertising Coach has been the guest speaker at chambers, educational institutions, and organizations geared to helping business owners. He can speak about What you need to do before you advertise, Advertising on a shoestring budget, How to create an effective partnership, The pros and cons of traditional and non-traditional advertising and more.

### Author

Your advertising coach has a book "A Game Plan To Advertising in a Down Economy", to assist business in maximizing there advertising budget; and a contributing author in other books and articles.

## Testimonials

### 1 Source Financial

*We learned how to do additional research, so the company can target our potential customers better. In addition, we learned how to target media when they are less expensive..*

### Incredible Edible Bouquet

*We learned what to look for in a strategic partner and what media we should use to maximize our advertising budget in our first seminar.*

### Adelphi Publishing and Media Group

*I learned that I was not getting a good return on my advertising investment and how to spend less to get a better return on my advertising investment.*

### Simply Delicious

*I enjoyed the break-out sessions that allowed me to practice some of the things discussed during the seminar.*