

Coconut Telegraph

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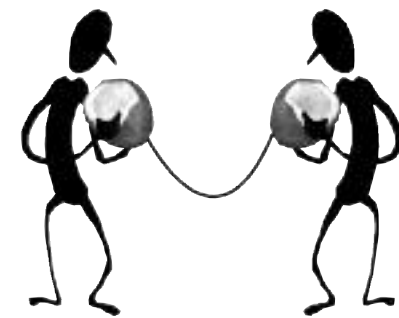
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Shop Local



Alan and Bill are ready to help with all your holiday shopping at Coral Financial Jewelry and Pawn

While nearly everyone has heard of Black Friday, Small Business Saturday seems to be gaining attention. But it shouldn't be just a one-day event, extend the idea and feed money directly back into our local economy throughout the holiday shopping season.

If you are planning to make the long drive to shop on the mainland or make purchases online, take time to visit our local stores first. I think you will be surprised at the variety of gifts you can find at affordable prices. Places like Coral Financial and Pawn offer much more than the typical tourist items, and

all at reasonable prices. Why shop local? Studies show that \$45 of every \$100 spent at a small, local business stays in the local economy. Take control and use your purchasing power to boost our local Keys economy by making your purchases around town. Not only does shopping local keep money here in our community, but it can save you money spent on gas traveling to out-of-town stores, the time, and the cost of shipping if ordering online.

Give back to your community and explore the unique merchandise available right here in the Keys.

**Editorial: The Importance of Consistent Advertising
An Investment in Yourself**

Here, in the fabulous Florida Keys there is so much to enjoy. We have everything from the underwater majesty of our coral reef, and dancing dolphins in the bay to manatees at our back door, and the freshest, most delicious seafood in the world. And you can't forget an island life style that attracts the finest musicians for superb local entertainment. With so much beauty surrounding us it is easy to be distracted and that is why effective advertising, the kind that grabs people's attention is so important.

In my 30+ years of newspaper experience I have learned that effective advertising is the key to a successful business. Advertising is one

of the most crucial investments a person can make in his or her company.

For years people have been telling "Mary" (fictitious person) that she is a great cook and she should open a restaurant. Mary sells some possessions, scrapes up all the money she can and opens her very own restaurant. The first month or two the place is busy because Mary's friends spread the word and the establishment is a novelty in town. But after a while business slows.

In desperation Mary takes out an ad in a weekly newspaper. That week she sees a bunch of new faces but the next week nothing. She doesn't understand why. The reason is, the newspaper with

her ad was replaced a week later with the following weeks paper which did not contain an ad for Mary's restaurant.

In order for your advertising dollars to be effective you have to be consistent. Pick a newspaper and stick with it. If you run an ad one time or sporadically you might as well flush your dollars down the toilet.

The next big question in advertising is, "Does size matter?" The answer is yes and no. Flip through the pages of this paper and see what ads catch your eye. Pick up the phone and call these advertisers and ask them how effective their ad is.

A friend of mine, Louie, is an inboard Continued on page 20...

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Key Largo Conch House
MM 100.2 Oceanside • Key Largo

Featured on the Food Network

Breakfast • Lunch • Dinner
7 am - 10 pm Daily

Local Seafood
Vegetarian Entrees
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