

The definitive guide to starting your own Marketing, PR or Advertising Business

You may have dreamt about it for years but not felt comfortable to make the jump. You may have had some great bosses but have always wanted to be the boss of your own marketing business. Well this is the guide that will give you all the tools and resources that you need to start your own marketing, PR or Advertising agency.

Marketers are the beating heart of a business. They create the demand that keeps the business operating and profitable. They help to develop new products that make their customers happy. They help to define and manage the business by advocating and promoting its values to its employees. Marketing is an all encompassing role within a business that bonds you tightly to it. With a career spent growing and promoting other people's businesses it's obvious that at some point in their career the marketer is going to want to build their own business, something that they can call theirs.

