



**Your customer list is just sitting there twiddling its thumbs, doing nothing. If it were an employee, you'd fire it.**

**Sometimes even the most astute small business overlooks one of its most valuable assets. Its customer list. This isn't hard to do. Potential customers are filed away in all kinds of places. Those names and addresses you use for billing are potential customers. And those people who called for a catalogue but never ordered anything are potential customers. Microsoft Office can help you tap into these hidden gems. Access, a database program, analyzes your files to find out who's bought what and when and who's ready to buy again. You can transfer this data into word, a word processing program, and generate a mailing. In no time, you'll notice your customer list is happily working overtime.**

**We'll send you our small business information packet when you call 1-800-60SOURCE. It's full of relevant, pertinent advice to help you succeed.**

**We make software for every facet of your small business. And it all starts with Windows. Everything fits seamlessly together to form a digital nervous system so your business is ready, willing and able to deal with what's around the corner.**

**More customers.**

Where do you want to go today? **Microsoft**  
[www.microsoft.com/smallbiz/](http://www.microsoft.com/smallbiz/)

**Of all the hats you wear as a small business owner, the accounting fedora itches the most.**

**There's software for people who didn't start a business to be an accountant. Small Business Financial Manager is part of the Microsoft Office family and works with leading accounting software to help you get the most out of the accounting information you already have. Freeing you up to focus on the big picture.**

**Like, how would a 10% price increase affect your cash flow? What if you took out a loan to pay off that other loan? What if you hired a new employee? You can find the answers in the What-If Wizard.**

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**We make software to meet your small business needs. And it all starts with Windows®. Everything fits seamlessly together to form a digital nervous system so your business is ready, willing and able to deal with what's around the corner.**

**More sales. More money. Less math.**



Where do you want to go today? **Microsoft**  
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# There's never been a better time to make a million bucks.

**Technology gives every small business the same global access to customers and resources as any Fortune 500 blue-chip. It makes more sense to start a business today than it did five years ago or one year ago or even one day ago. We make the software that makes it all possible. For example, a Small Business Server networks you to the Internet and gives you e-mail. You can talk to the world from your house. Or office. And the world can talk back. Microsoft Publisher lets you design brochures that do the talking for you. Software like Excel does the math. Now is the time.**

**Our small business information packet is full of relevant, pertinent advice to help you succeed. We'll send it to you when you call *1 800 60 source*.**

**We make software for every facet of your small business. And it all starts with Windows. Everything fits seamlessly together to form a Digital\_Nervous\_System so your business is ready, willing and able to deal with what's coming around the corner.**

**More phones.**

Where do you want to go today? **Microsoft**  
[www.microsoft.com/smallbiz/](http://www.microsoft.com/smallbiz/)



**In the old days, it was difficult for a small business to stay in touch with its customers. The old days, of course, being yesterday.**

**Between paying the bills, keeping track of costs, invoicing clients, applying for permits, organizing employee pension plans and getting the truck insured, you may feel like you're not giving your customers enough attention. Microsoft has software that can help.**

**For instance, Microsoft® BackOffice® Small Business Server speeds up efficiency by automatically sending product updates, sale information or just a simple thank-you to any or all of your customers via e-mail. But what if some of your customers don't have e-mail yet? You can let them know what's going on, too, with a fax right from your computer.**

**Microsoft Office puts everyday information like names, phone numbers, e-mail addresses and even product-ordering history at your fingertips, so you can respond quickly and effortlessly to your customers' requests. It lets you update information right on your computer while talking to your customers over the phone, which can be quite useful if, say, they change a shipping address or increase a monthly order.**

**By knowing who's ordered what and when and who's ready to order again, you not only anticipate your customers' needs before they even realize they need it, you know how much inventory to keep in stock, which means your customers get what they want when they want it.**

**We'll send you our free 16-page small business guide with CD-ROM when you call 1-800-60SOURCE.\***

**We make software to meet your small business needs so you're ready, willing and able to deal with what's around the corner.**

**Better communication. Better relationships. Better business.**

Where do you want to go today?® **Microsoft®**

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**Paperwork is not a necessary evil in a small business. It's just evil.**

**Microsoft® Office has software that reduces paperwork so you can actually work. Outlook, for example, comes with e-mail and helps you organize your day by giving you things like a calendar, a note pad and a place for your business contacts. Say goodbye to paper clutter and hello to smooth efficiency.**

**Microsoft Excel, a spreadsheet program, and Word, a word processor, have built-in templates so you can easily create letters, faxes, invoices and purchase orders without leaving your computer. Then send them quickly via e-mail without licking any stamps. You'll not only save time, but probably a few trees as well.**

**Getting rid of paperwork lets you get the day-to-day grunt work done faster, leaving you more time to do business. After all, isn't that what you set out to do in the first place?**

**We'll send you our small business information packet when you call 1-800-60SOURCE.\* It's full of relevant, pertinent advice to help you succeed.**

**We make software to meet your small business needs. And it all starts with Windows. Everything fits seamlessly together to form a digital nervous system so your business is ready, willing and able to deal with what's around the corner.**

**Less paper. More clean desks.**

Where do you want to go today?® **Microsoft®**

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# It's 1998. You're a small business owner. Pinch yourself.



**There are reasons two thirds of all new jobs created by the end of the century will be in small business. Opportunity. A strong economy. And technology.**

**Today's software, for example, helps you do more and access more than at any other time in history. We make this software. It cuts down on paperwork so you can just plain work. It lets you do business around the corner or around the world. It helps you get the most out of your computer so you can get the most out of your business. And this software is found in Microsoft Office.**

**What a great time to be calling the shots.**

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**We make software to meet your small business needs. And it all starts with Windows. Everything fits seamlessly together to form a digital nervous system so your business is ready, willing and able to deal with what's around the corner.**

**More opportunities.**

Where do you want to go today? **Microsoft**  
[www.microsoft.com/smallbiz/](http://www.microsoft.com/smallbiz/)

**A small business network lets you share printers and modems and information and ideas. Soon you'll be referring to yourself as we.**

**When your people can access and share information, your business is going to run more efficiently and more intelligently.**

**Microsoft® BackOffice® Small Business Server connects everyone to everyone and everyone to everything from one central, secure place. It lets you control sensitive data like payroll and performance reviews. And it lets your employees immediately access important information, like status updates on orders and past purchases, so they can service your customers better from the office or on the road. They can even share files without sharing floppies so there are fewer obstacles to getting more work done.**

**Tying your PCs together helps you make smarter, quicker business decisions. And our Small Business Server has the software you need to set up a network and easily manage it. When growth demands you add office equipment like computers, printers and modems to the server, Wizards pop up on your computer screen and walk you through, step by step, using simple, everyday words.**

**We'll send you our free 16-page small business guide with CD-ROM when you call 1-800-60SOURCE.\* It's full of relevant, pertinent advice to help you succeed.**

**We make software to meet your small business needs. And it all starts with Windows®. Everything fits seamlessly together to form a digital nervous system so your business is ready, willing and able to deal with what's around the corner.**

**More teamwork. More growth. More control.**

**Where do you want to go today?®** **Microsoft®**

[www.microsoft.com/smallbiz/](http://www.microsoft.com/smallbiz/)

# Your mom forgot to tell 5,891,242,002 potential customers about your business.

**Word of mouth is a good way to introduce your small business to a few people. But what if a few isn't enough?**

**Please meet Microsoft® Publisher. It gives you all of the tools you need, including design templates, to create materials such as brochures, newsletters and business cards, so you look like the professional you are.**

**What if you're ready to reach out and talk to the whole world? Microsoft FrontPage® can help you create and manage your very own professional-looking Web site. Its easy-to-use templates and non-techy talk will have you up and running in no time, letting your customers instantly access the information they want and need.**

**Tying your PCs together makes managing your success even easier. With Microsoft BackOffice® Small Business Server you can automatically keep your Web site fresh and up-to-date, and send brochures or newsletters to any or all of your customers via e-mail. Managing your communications from one secure, central location saves you time and energy so you can –you guessed it–get more customers.**

**We'll send you our free 16-page small business guide with CD-ROM when you call 1-800-60SOURCE.\***

**We make software to meet your small business needs so you're ready, willing and able to deal with what's around the corner.**

**New customers. More new customers.**

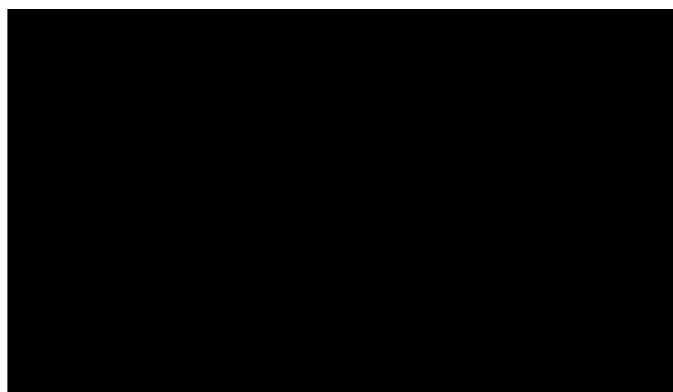


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