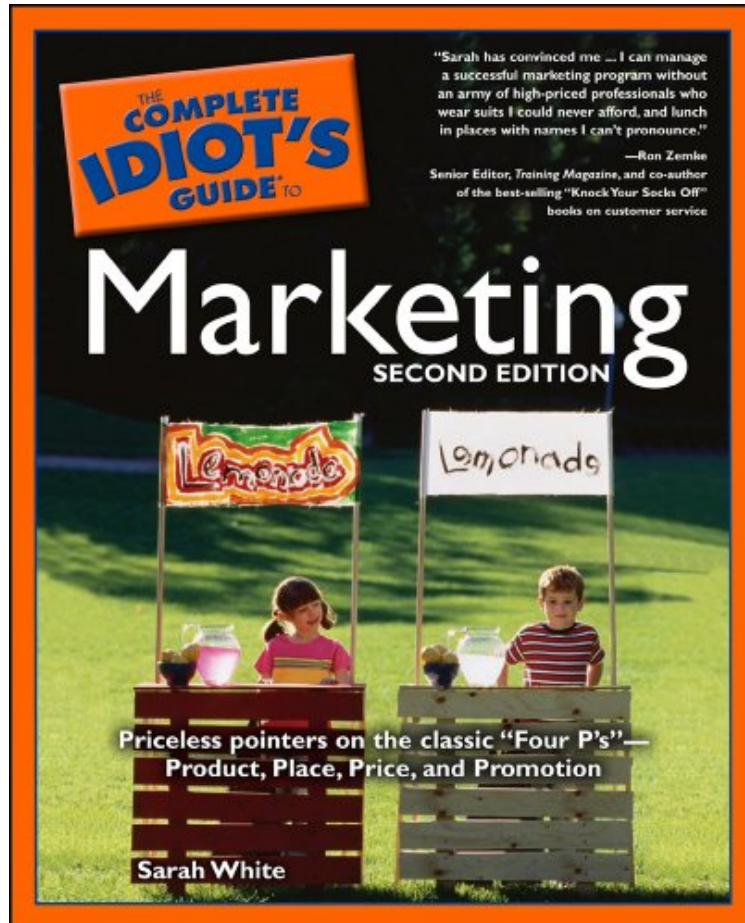


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About the AuthorSarah White is a marketing and advertising consultant in Wisconsin. She is the author of *Streetwise Advertising* and *Do It Yourself Direct Mail and Publicity*, and a consultant for Adams Advertising Streetwise Advisor.