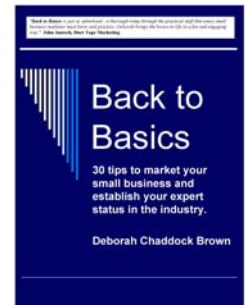


FOR IMMEDIATE RELEASE
November 21, 2008

Local Business Owner Publishes Marketing Book: Back to Basics

HUDSON, OH (November 21, 2008) – When the times get tough, getting back to basics of marketing helps small business owners get the word out about their business and drive traffic. Deborah Chaddock Brown, owner of AllWrite Ink, just announced the publication of her second book, **Back to Basics: 30 Tips to market your small business and establish your expert status in the industry.**



“There are so many ways entrepreneurs can create buzz about their business without spending a fortune,” said Brown. *“I wanted to create a fun, easy-to-read book that offered practical, affordable tips to brand and market a business as well as help owners establish their own expert status.”*

Read and reviewed by industry leaders, the front cover boasts this quote from leading small business marketer, John Jantsch, Duct Tape Marketing:

“Back to Basics is just as advertised, a thorough romp through the practical stuff that every small business marketer must know and practice. Deborah brings the basics to life in a fun and engaging way.”

Back to Basics is divided into several sections that provide tips and suggestions for:

- Laying the marketing foundation
- Basic Guerilla marketing strategies
- Creating your expert status position
- Ways to utilize the Internet and Social Media to market your brand

Available in paperback format from LULU.com, the print on demand vendor or as a CD-ROM with over 100 additional live links to articles, resources and worksheets to enhance the learning experience from Amazon.com or the AllWrite Ink.com website.

For more information visit www.allwriteink.com. Deborah Chaddock Brown was the Director of Communications for Cole National prior to opening her freelance writing business in 2004. She is also available for speaking engagements where she offers a variety of topics ranging from Earning Customer Loyalty to Small Business Marketing to understanding Blogs for Business.

AllWrite Ink writes *Words People Read*® helping companies communicate their message in a clear, concise manner that inspires the reader to take notice and take ACTION. Good writing doesn't just happen – it takes active listening, research and extra effort to find just the right words. Located in Hudson, Ohio, AllWrite Ink provides content for websites, newsletter, brochures, flyers, speeches, and direct mail programs. For more information, call 330-414-8792, email: Deborah@allwriteink.com or visit the website at www.allwriteink.com.

CONTACT INFORMATION:

AllWrite Ink
118 W. Streetsboro Street, Suite 144, Hudson, Ohio 44236
330-414-8792.
www.allwriteink.com



###