

FOR IMMEDIATE RELEASE  
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## **Guerilla Warfare in Marketing**

How many times have you said, "If I could get face to face with my customer, I'd close the deal?" The toughest part of business is finding prospects willing to learn about products or services we have that will make their lives easier, their profits increase or their employee communications clearer.

Deborah Chaddock Brown, president of AllWrite Ink, will address Guerilla Marketing for your small business at this month's Brown Bag Seminar Series offered by Portage Lakes Career Center.

Deborah, the former Director of Communications for Cole National, opened her own communications company, AllWrite Ink after the merger between Luxottica Retail and Cole Communications was complete.

"Reaching your customers can be the most challenging part of operating a small business," says Brown. "The key is to identify your target market. Additionally, you need to have a clear understanding of your product/service and what specific need it will fill or problem it will fix."

Deborah will "break bread" with attendees of the monthly Brown Bag Seminar Series, Wednesday, November 9. Registration begins at 11:30 followed by a mini seminar from 12:00 until 12:45pm. Cost for the event is \$5.00 which includes a drink and dessert to accompany your own lunch. To register or for more information call 330-896-8110.

Portage Lakes Career Center is located at 4401 Shriver Road in Green. They are conveniently located off I-77 just 2 miles from the Akron/Canton airport. Brown bag seminars can be customized for your staff at your organization. Call Pat Conry at 330-896-8110 for more details.

### **ABOUT ALLWRITE INK**

AllWrite Ink is a professional writing service offering assistance with:

- Customer and employee newsletters
- Direct mail campaigns
- Memos/letters
- Video and radio scripting
- Brochure copy
- Web-site writing
- Or whatever your communication needs are.

Consider Deborah's almost 30 years of retail operations and writing experience the next time you have a communication need. AllWrite Ink will write your 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. Deborah promises to give you her best work, every time.

### **CONTACT INFORMATION:**

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