

# Everyone Loves a Party

*Local Business Owner Pens Step-by-step Guide to Planning a Successful Retail Sales Event*

HUDSON, OHIO (June 19, 2006) – Deborah Chaddock Brown, owner of AllWrite Ink, announced today the publication of a workbook designed to help managers and owners of retail locations plan and execute a successful retail sales event.



*“Planning a special one day or weekend event in your retail store is an inexpensive way to increase awareness and sales for your business,” said Chaddock Brown. “It’s a Party, is an easy to follow guide with sample flyers, postcards, budget worksheet and a count down calendar to help stores think through the details surrounding a special event. Whether you are planning a Grand Opening, an Inventory Closeout or just want to plan an event to drive traffic in your door for a one day event, It’s a Party will help.”*

Prior to opening AllWrite Ink, Deborah worked for Pearle Vision, a nationwide retail optical chain. It was while serving as a Regional Franchise Manager in New England that she observed a franchise owner executing successful events to drive traffic and increase sales into his store.

*“Through participating and interviewing the franchise owner who conducted the sales events, I put together a step-by-step guide that assisted other owners to duplicate the efforts performed by his entrepreneurial spirit,” said Chaddock Brown.*

These tips for success are what make up the 2-1/2 hour continuing education workshop that Deborah offers through the Kent State University branch of the Small Business Association.

To learn more or to order your copy of *It’s A Party, Planning a Successful Retail Sales Event*, visit [www.allwriteink.com](http://www.allwriteink.com).

AllWrite Ink helps 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](mailto:Deborah@allwriteink.com) or visit the website at [www.allwriteink.com](http://www.allwriteink.com).

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