

Plan a Party at Your Retail Store

HUDSON, OH (March 7, 2006) – Are you looking to increase sales? Learn how to plan and execute a special event designed to drive customers in your store. Whether you are a new or established business, you can always benefit from additional community awareness.

“Everyone loves a party,” says Deborah Chaddock Brown, owner of AllWrite Ink. “Planning a special one day or weekend event in your retail store is an inexpensive way to increase awareness and sales for your business.”

Deborah will be speaking to business owners on March 22 through the Kent Regional Business Alliance. This two-hour workshop will discuss the benefits of offering a special retail event and then review the details of how to plan and execute a successful sale. The steps can be used for planning any event, from a sidewalk sale, a customer appreciation day, or an inventory clearance event.

The Kent Regional Business Alliance offers a wide variety of workshops and classes for the small business owner. To reserve your spot for the “Planning a Retail Event” workshop, contact the Small Business Development Center at 330-672-1275 or visit them on-line at www.krba.biz. “Planning a Retail Event” will be held in the College of Business building at Kent State. Pre-registration is required and there will be a \$20 fee payable in advance.

ABOUT ALLWRITE INK

AllWrite Ink is a Hudson-based professional writing service offering assistance with:

- Customer and employee newsletters
- Direct mail campaigns
- Memos/letters
- Video and radio scripting
- Brochure copy
- Web-site writing

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.

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