



Press Release Contact Information:

Lynn Dilger
Sourcebooks, Inc
Publicist
1935 Brookdale Road Suite 139
Naperville, IL
60567
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Instant Marketing for Almost Free

Instant Marketing for Almost Free is a totally up-to-the-minute approach to marketing that will see businesses increasing their profits while reducing their marketing headaches.

/24-7PressRelease/ - NAPERVILLE, IL, March 21, 2008 - Big Business Marketing on a Small Business Budget

The world of marketing is in the midst of a revolution. New marketing opportunities for entrepreneurs are now available in Internet, street and stealth marketing. However, many small business owners either do not know how to market their businesses correctly or they are intimidated by what they think marketing will require of both their time and money.

That is why Sourcebooks, Inc., is proud to present Instant Marketing for Almost Free by Susan F. Benjamin. (ISBN: 978-1-4022-0824-9; Business/Small Business; January 2007; \$16.95 U.S./\$21.95 CAN; paperback)

Seasoned marketing expert, Susan Benjamin shows the entrepreneur that marketing does not have to be difficult or costly. It just requires a little strategy. Susan's readers learn how to take advantage of all the new marketing opportunities available to them and how to spot new opportunities on the horizon. She offers over 1,000 inexpensive and innovative marketing techniques designed for the average small- or medium-sized business.

Instant Marketing for Almost Free takes the reader step-by-step through the marketing process, including tips on:

- How to identify the core words, strategies and images that define your company
- Tips and techniques for establishing your brand
- The 10 most critical imperatives of marketing material
- Everything you need to know about creating your website
- The ins and outs of direct mail and telephone campaigns
- The secrets of composing persuasive brochures, flyers and news releases
- How, when and where to advertise
- Ways of establishing yourself as an expert in your field
- When to break all the rules and follow your gut
- And so much more!

Instant Marketing for Almost Free demonstrates that good marketing is not about spinning or lying about your product. Truly good marketing is honest and persuasive.

Publications from the Wall Street Journal to the Chicago Tribune have featured Susan's novel approaches, and her opinion pieces have appeared in USA Today, The Philadelphia Inquirer, the New York Daily News, Government Executive and countless others.

About the Author

Susan F. Benjamin has been helping small businesses and other organizations better market their products and services since 1989. She has established, trained and researched marketing strategies for organizations including Putnam Investments and MFS. Her clients have included the Carnegie Mellon Executive Program, Liberty Mutual Insurance Group, Fleishman Hillard International Communications and many others. As a speaker, Susan has appeared on CNN and National Public Radio and other broadcasts. She resides in Washington, D.C.

About Sourcebooks, Inc.

Sourcebooks is a forward-thinking publishing house committed to making an impact on society, on its industry and on the lives of individual readers by publishing books with high-quality content and uncommon value. Over the years, Sourcebooks has grown and flourished by following its independent vision, publishing extraordinary authors and unique books with

readers in mind. Noted for bestsellers such as Poetry Speaks, Poetry Speaks to Children, Jefferson's Great Gamble and Fiske Guide to Colleges, Sourcebooks stands today as one of the leading independent book publishers in North America.