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Micro-business Owner Provides Valuable Development and Networking Resources for Entrepreneurs across North America

Micromagnate.com, an international online community, provides resources for entrepreneurs to connect, exchange ideas, gain knowledge and create strategic alliances.

CHELSEY, ON, CANADA, October 10, 2008 **/24-7PressRelease/** -- As record numbers of entrepreneurs are leaving traditional employment and establishing their own small businesses, the demand for business resources and support is increasing as well. In an effort to connect small businesses with the tools and resources to help them succeed in such a competitive environment, Jason Eke of Eke Woodworking founded a micro-business membership website Micromagnate.com.

A simple idea, conceived by three entrepreneurs in a local caf in July 2008, has quickly grown into the premiere micro-business website Micromagnate.com. The small group of creative business owners knew the intrinsic value of collaboration and networking, but needed the proper vehicle to allow the idea to reach beyond their circle and grow. By the end of July, the group had grown to more than dozen members, and the online structure for Eke's membership website was well underway.

The purpose was to create a membership site where business owners can network, collaborate, develop relationships and learn from the experience of fellow members. To take full advantage of the site's features, members can complete a business profile, write blogs, post events and participate in forum discussions. By helping new start-ups with business and marketing knowledge, feeding the need for continuous improvement processes, and encouraging leadership in micro-business, Eke hopes Micromagnate.com will evolve and support entrepreneurship across North America.

"Once I started Eke Woodworking, I wanted to be able to promote my business, socialize in a business setting, be a part of innovative and productive discussions," says Eke. "I wanted out-of-the-box thinking. I wanted a group that would help me develop as a businessperson, and help my business grow. I also wanted to be able to promote my business to the community at large, and I didn't want to spend a fortune doing all of this." Eke also hopes to utilize networking opportunities in October, known as "Small Business Month", to gather more resources for the site and recruit new members.

"Co-working" is also a popular topic among members. Co-working offers business owners the chance to connect in person by setting up shared work environments, in their homes or offices, and inviting entrepreneurs within the vicinity to join them for a day of collaboration and companionship. Eke knows that starting a new micro-business can be lonely and challenging. By encouraging co-working, he hopes that members will connect beyond a digital platform and truly envelop the community values of the website.

Micro-business owner David Winn of Gallery Cards says, "Referrals, member-to-member discounts, business tools and support, keeping up on trends...so much to share and interact on. That is why I think Micromagnate.com is so cool, it makes networking easy. Blogging on your business, sharing your profile, leaving messages for others is so simple."

The low cost of joining the group is the primary objective for Micromagnate.com, because Eke wants to provide a level playing field for fellow entrepreneurs and not limit the features available to members no matter how small their budget. Eke says, "I found that other business networking groups had features that I liked, but were priced to fit in SME budgets, not micro-budgets."

The success of the network will come from the contribution of its members by donating articles for the website, offering member-to-member discounts, blogging on their profile page, creating topics in the discussion forum or by hosting a micromagnate.com event; each contribution raises the status of the member and the website. As time goes on, members will get to know each other better, and create valuable micro-business alliances.

For additional information, please visit: <http://www.micromagnate.com>

About Micromagnate.com

Founded in 2008 by Jason Eke, Micromagnate.com is a growing community of business owners, whose members come from a wide range of businesses making the network suitable for all micro-businesses. Micromagnate.com provides small and home-based business owners with an inexpensive, feature-rich platform for radical self-promotion and networking opportunities with other like-minded entrepreneurs.