

FOR IMMEDIATE RELEASE:

Author photos/book cover art by request

## **NEW BOOK GIVES INDEPENDENT BUSINESS OWNERS VALUABLE MARKETING STRATEGIES**

***Roadrunner Marketing: Strategic Secrets You Wish You Knew*** by authors, award-winning marketing and public relations professionals Melanie Goetz and Esty Atlas define public outreach techniques to help business owners/entrepreneurs stimulate consumer sales and awareness.

DENVER - With job losses at alarming levels, four decades of experience, insight, strategic techniques, affordable public outreach ideas, and business branding concepts are explained in easy-to-implement terms by authors Melanie Goetz and Esty Atlas, sharing what they believe will improve American business sales. *Roadrunner Marketing: Strategic Secrets You Wish You Knew* harnesses proven techniques to build a company's awareness and credibility.

Says co-author and four-time Emmy award winning creative producer Esty Atlas, "There are approximately 32 million small-business owners in the United States and Canada, and every day, another 2,500 people decide to go into business for themselves." She added, "With the recent high number of layoffs, come more people trying to start a business, but research shows 66% of new businesses will fail in the first four years, in large measure due to poor marketing and only five percent will ever reach 1 million dollars in revenues."

To help empower and educate entrepreneurs on how a business can improve its public marketplace, this grassroots marketing book provides an instant do-it-yourself toolkit. "Costly business mistakes can easily be avoided if people just understand the basic philosophies that motivate consumers today," said Atlas. "After seeing what's already been written on marketing, we felt there was a void when it came to telling smaller business owners what they can do, on a more limited budget, to successfully build their businesses," said Melanie Goetz.

Each of the 26 chapters is designed to help independent businesses build awareness, get positive publicity, attract customers, reduce advertising expenses, 'beep the competition', and create effective 'word-of-mouth' (websites that are not dead 'cob-webs') through easy to follow step-by-step instructions. Inspirational, in-depth profiles of everyday success stories are included.

For more information, or to request a free review copy, members of the press can contact the author at [Melanie@hughesstuart.com](mailto:Melanie@hughesstuart.com). *Roadrunner Marketing: Strategic Secrets You Wish You Knew* is available for sale online at Amazon.com and [www.hughesstuart.com](http://www.hughesstuart.com). For more on *Roadrunner Marketing*, its authors, chapters and features, see: [www.hughesstuart.com](http://www.hughesstuart.com)

---

---

### ***About Author Melanie Goetz, MBA***

President of Hughes & Stuart Marketing since 1980, Melanie is an independent businesswoman who has served on multiple boards, a champion of causes for non-profit fundraising, and marketing business strategist. Melanie's thirty years of expertise and account management skills have effectively enhanced the communication efforts and public outreach for companies in many industries and trade associations.

### ***About Author Esty Atlas***

Sixteen years of public relations, marketing, and creative services in television motivating large audiences led Esty to work with a diverse client base independently to improve their public outreach efforts. Esty is a four-time Emmy-award winning writer/creative producer who has also been honored with eight Colorado Broadcasters Association awards, by the Public Relations Society of America, New York Film Festival, and Promax Marketing Executives. She has also won five national Telly awards.

---

---

Softcover \$14.99 ISBN#978-1-4392-1575-3 (2009)  
303.798-0601 Email: [Melanie@hughesstuart.com](mailto:Melanie@hughesstuart.com)