

FOR IMMEDIATE RELEASE

Contact: Marcia Bench

www.purposefulentrepreneur.com

877-517-8776 or email info@purposefulentrepreneur.com

Industry Leader Shares Her Secrets with Service-Based Business Owners to Boost Their Profits Quickly and Create Irresistible Programs, Products and Services for their Clients

Portland, Oregon: In today's tumultuous business environment, many business owners are struggling just to stay afloat. But veteran business coach, speaker and author Marcia Bench has started 3 of her businesses during recessions – and built two of them into healthy 6-figure incomes in record time. On May 6, 2010, she will be sharing her 8-step formula for success that ANY service business owner can use to turn their expertise into profits, products and programs using the Internet and of Bench's trademarked Purposeful Branding™ approach in a complimentary teleconference entitled "Purposeful Branding Secrets."

Marcia Bench is CEO of the Institute for Purposeful Entrepreneurship, a Purposeful Business Strategist, Coach, Author and Speaker, with more than 24 years' experience coaching, training, and speaking to entrepreneurs. "The key to keeping your business growing during these changing times is not just to try to add another marketing strategy to the mix – it's to adopt a *whole new paradigm* for marketing and business building that leverages the owner's purpose, connects the customers with each other, and draws on ancient archetypes along with cutting-edge internet strategies. The only thing that has to change is everything!"

Marcia knows that many business owners are confused by all the different programs out there, and furthermore, they're just plain frustrated with how long it's taking to launch and fill their service-based business. With so many different programs out there telling business owners what they "should do" or "could do," and the end of the day, they're too exhausted to find the time to actually develop the program, products and systems!

Let's face it; growing a small business in today's economy is a tall order. You wonder, 'can I really succeed?' Marcia will detail how she found success and grew the last business she founded during the 2001 recession to more than \$400,000 in income, even in our current economic climate.

Marcia is sharing her step-by-step roadmap with all professional service providers with a BIG vision for what they can do and how they can impact the world for the better. Join us for a F.R.E.E. Preview call on Thursday, May 6, 2010 – interested business owners can register here: www.purposefulbranding.com
#