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## 10step announces October podcast schedule

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Santee, Calif.-based **10stepmarketing** announced its October schedule for its free, weekly "Marketing Success Podcast." October's podcasts feature 10stepmarketing founder and local marketing expert Debbie LaChusa interviewing: Sheri McConnell, the founder of the National Association of Women Writers (NAWW) and the Association of Web Entrepreneurs; local wedding photographer, Jared Bauman; Canadian radio DJ, Wayne Kelly; and college student, author and nonprofit entrepreneur, Dallas Woodburn.

The first podcast of October will feature an interview with McConnell, who in addition to being the founder of the NAWW and the Association of Web Entrepreneurs, is also a busy work-at-home mom with four children under the age of 11. McConnell shares the challenges she has faced as a work-at-home mom and how she overcame them to launch her newest venture, the Association of Web Entrepreneurs, and build the successful NAWW network into an association with more than 3000 members worldwide.

On Oct. 13, LaChusa interviews Jared Bauman, a 23-year-old San Diego wedding photographer who turned his passion and part-time photography business into a flourishing full-time career in only two years. Bauman, a business school graduate, quickly realized that what he learned in school would not work for his small business. He shares how he had to find creative ways to market on a small budget, and how he started using "buzz marketing" to get free publicity and generate new clients.

The Oct. 20 podcast features LaChusa interviewing Wayne Kelly, a Canadian radio DJ who also runs his own Internet-based business called On-Air Publicity. Kelly is the "Wayne" half of the Wayne and Jayne show, a morning drive radio show on KBS radio in British Columbia, Canada. Kelly shares stories from his experience as a radio DJ that illustrate the do's and don'ts of successful radio interviews along with lessons he's learned building and marketing his own small business.

The month's last podcast is with college student, author and nonprofit entrepreneur, Dallas Woodburn, on Oct. 27. Woodburn's first book, "There's A Huge Pimple On My Nose," which she wrote when she was only 10 years old, was praised by the *Los Angeles Times*. Woodburn, a 19-year-old student at the University of Southern California, has published her second book, "3 a.m. A Collection of Short Stories," written a monthly "Teen Talk" column for Family Circle Magazine and is the founder of Write On!, a nonprofit organization that encourages reading for children and has provided more than 7,000 books to underprivileged kids. Woodburn shares insights into how she has accomplished so much at such a young age, along with wisdom beyond her years.

"Marketing Success Podcast" interviews are posted every Friday on [www.10stepPodcast.com](http://www.10stepPodcast.com) and on iTunes.