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July 10, 2006

### **10stepmarketing Wins 2006 APEX Award of Excellence for How-to Writing**

San Diego, CA (PRWEB) July 10, 2006 – 10stepmarketing's flagship product, "How to Successfully Market Your Business in 10 Simple Steps," has been awarded the 2006 APEX Award for Publication Excellence in the How-to Writing category. Nearly 5,000 APEX entries were received, with 1,434 Awards of Excellence handed out. A detailed list of winners is available at [http://www.apexawards.com/A2006\\_Win.List.pdf](http://www.apexawards.com/A2006_Win.List.pdf)

According to 10stepmarketing founder and author Debbie LaChusa, the 140-page 10stepmarketing workbook is comprised of 10 steps that educate the reader about how to market effectively as it walks them through the process of creating a marketing plan.

"The workbook is written in a question-and-answer format that replicates the experience of working with a strategic marketing consultant," says LaChusa. "It's a great option for small business owners on a tight budget who can't afford to hire a marketing consultant or agency."

APEX 2006 awards were based on excellence in graphic design, editorial content and the success of the entry in achieving overall communications effectiveness and excellence. The APEX Awards are sponsored by the editors of *Writing That Works: The Business Communications Report*, published by Communication Concepts, Inc. of Springfield, Virginia. 2006 marks the 18<sup>th</sup> year the awards competition has been held.

10stepmarketing was founded in 2004 by marketing veteran and entrepreneur Debbie LaChusa. LaChusa has spent the past 21 years working in advertising and marketing communications agencies and running her own marketing consulting firm, DLC Marketing, Inc. 10stepmarketing's flagship product is a step-by-step marketing guidebook written to help small business owners and independent professionals create their own marketing plan. To learn more about this award-winning how-to guide, visit <http://www.10stepmarketing.com/system.htm>. 10stepmarketing also offers instructional CDs, teleclasses and coaching programs. For more information visit <http://www.10stepmarketing.com>.