

10stepmarketing Offers Chance to Win Free Coaching Package Worth \$500 To Encourage Small Business Owners To Begin Working On Their 2006 Marketing Plans Now

Now is the time for small business owners to begin working on a marketing plan for 2006. To encourage them to do so, 10stepmarketing is offering the chance to win a free one-on-one coaching package worth \$500 and free membership to a 'Planning 4 Success!' support group to those who purchase The 10stepmarketing™ System during the month of October.

(PRWEB) October 14, 2005 -- To encourage small business owners to begin working on their 2006 marketing plans now, 10stepmarketing is offering the chance to win a free one-on-one coaching package worth \$500, to those who purchase The 10stepmarketing™ System during the month of October.

Purchasers also receive free membership to a “Planning 4 Success!” support group where they’ll receive weekly tips and advice along with the chance to follow and learn from 10stepmarketing creator Debbie LaChusa as she undertakes and shares her own marketing planning process.

Now is the time for small business owners to begin working on a marketing plan for 2006, according to LaChusa, a 20-year marketing veteran and entrepreneur.

“If they start now they can focus on one task per week and be done by December 31st. That makes the process manageable,” says LaChusa.

“Unfortunately, many wait until the end of the year or January to begin planning and by then it’s too late. They start the year already behind schedule and that adds unnecessary stress and can be overwhelming.”

The 10stepmarketing™ System breaks down the task of creating a marketing plan into 10 steps. Each step is comprised of 10 questions or action items. The system also includes lifetime membership to an online resource center with links to over 100 low-cost marketing and business services, along with tips and tools for implementing and tracking their marketing plan.

According to LaChusa, the system is ideal for independent professionals, coaches, consultants and other small business owners who are responsible for marketing their own business, but may not have the marketing knowledge to easily create a marketing plan.

The 10stepmarketing™ System is available in three formats, with prices starting under \$100, so business owners can select the one that best meets their needs and budget. Business owners can learn more at www.10stepmarketing.com. They can also access over 60 free marketing how-to articles, listen to a free audio class and register for a free subscription to The 10stepmarketing Ezine, a weekly e-newsletter.

10stepmarketing was introduced in 2004 by 20-year marketing veteran and entrepreneur Debbie LaChusa. LaChusa has a degree in marketing and advertising and has spent the past 20 years working in advertising and marketing communications agencies. She also has run her own marketing consulting firm, DLC Marketing, Inc., for the past seven years. LaChusa offers a variety of products and services through 10stepmarketing to help small business owners and independent professionals successfully and easily market their own businesses, including a free weekly e-newsletter, over 60 free marketing how-to articles and a free audio class. For more information, visit www.10stepmarketing.com



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