

## ***Podcast Dispenses Marketing Advice***

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**Marketing Help:** If you want to know how to be successful in business, ask a real, live successful person, not another textbook or other advice manual.

Debbie LaChusa, founder of Santee-based 10stepmarketing, is a firm believer in the practice and just last week, launched her own free podcast program to prove it. The new “Marketing Success” podcast will be posted every Friday at [www.10stepmarketingconnection.com](http://www.10stepmarketingconnection.com).

Those who tune in will hear LaChusa, a 20-plus-year veteran of the San Diego advertising and marketing scene, interview what she calls “average, everyday solo-professionals” to discover their marketing strategies.

“These are real people sharing what they’re doing in the real world to make their businesses successful,” LaChusa said. “There are so many gurus out there telling people what to do to be successful ... I wanted to talk to real people in the trenches to see exactly what they’re doing to market successfully.”

10stepmarketing was founded in 2004.