

10stepmarketing Introduces Marketing Membership Club to Provide Small Business Owners with Monthly Marketing How-to Teleseminars, Videos and Support

10stepmarketing, a small business marketing coaching firm has announced a new small business marketing support program called the Step of the Month Club. The monthly membership club will provide entrepreneurs and small business owners with step-by-step, how-to small business marketing instruction on a new marketing topic every month.

San Diego, CA ([PRWeb](#)) July 10, 2007 -- 10stepmarketing, a small business marketing coaching firm has announced a new small business marketing support program called the Step of the Month Club. The monthly membership club is designed to provide entrepreneurs and small business owners with step-by-step, how-to small business marketing instruction on a new marketing topic every month.

Topics covered will include online and offline marketing activities such as "how to create a client attraction website," "how to publish an ezine" and "determining a marketing message that sells," among others. Members will have the opportunity to vote on the small business marketing topics to be covered each month.

For a monthly membership fee of \$24.95 club members have access to monthly small business marketing how-to teleseminars, question-and-answer teleconference calls, small business marketing how-to videos and a private members-only website with a discussion area and additional support materials and information. All new members receive one free month of membership to celebrate the introduction of the club. Registrations are now being accepted online at <http://www.StepOfTheMonth.com>

According to 10stepmarketing founder and president Debbie LaChusa who has 21 years of marketing experience and has been training solo-professionals and small business owners in small business marketing techniques for the past five years, her clients have expressed a need for cost-effective ongoing marketing support and assistance.

"Most solo-professionals and small business owners don't have formal marketing training. They can't afford to hire a marketing consultant or agency, yet their livelihood relies on being able to market effectively. My goal with this program is to provide ongoing small business marketing how-to training and support at a cost-effective price to support these small business owners," explained LaChusa.

LaChusa also noted that clients purchasing her flagship product, The 10stepmarketing System, will receive one month of free membership in the Step of the Month Club as an added bonus. To learn more about The 10stepmarketing System, visit <http://www.10stepmarketingSystem.com>

10stepmarketing was founded in 2004 by marketing veteran and entrepreneur Debbie LaChusa. The company's flagship product, The 10stepmarketing System has been awarded an APEX Award for Publication Excellence in the How-to Writing category for the past two years. LaChusa has worked in the marketing field for over 21 years, including running her own small business marketing consulting firm, DLC Marketing, Inc. for the past nine years. Through 10stepmarketing, LaChusa also offers a free small business marketing e-newsletter and podcast, and small business marketing instructional CDs, teleclasses and coaching. For more information, visit the company



website at <http://www.10stepmarketing.com> or the company blog at <http://www.10stepmarketingConnection.com>

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