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For Immediate Release
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Direct Marketing Workshop Announced For Utah Businesses

The "How To Successfully Market Your Business To Increase Your Profits Like Magic" workshop will be held Thursday, June 17th, at the Hampton Inn located at 10600 South & I-15 in Sandy.

Presented by Brian Keith & Company, the workshop is ideal for those wishing to learn the basics or simply sharpen their existing direct marketing skills.

"According to the Small Business Administration, 80% of new businesses fail within the first five years, even without a recession" states Mr. Voiles, the principal in the two state marketing conglomerate, Brian Keith & Company.

"One of the major reasons for failure is lack of marketing know-how. Small businesses simply can't afford a marketing staff or expensive consultants. But they can afford \$37 bucks for a highly informative workshop that delivers what it promises -- one that'll teach them how to solve their marketing problems themselves" the yourhful adviser continued.

Some of the topics that will be covered include:

- * **Secrets of Marketing On A Limited Budget: Low Cost/no-cost; High Pay-off Marketing Strategies For Any Business,**
- * The Four Major Areas Of Marketing & How To Bring In The Sales From Each Area,
- * **Easy Ways To Find & Target Your Best Prospects,**
- * How & Where To Obtain The Best Mailing Lists,
- * **How To Create Direct Mail Pieces That Work,**
- * How To Double The Success of Any Ad You Run,
- * **The Best Way to Increase Sales During a Recession**
- * Testing Your Marketing -- How To Know What Works & What Doesn't

-- MORE --

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- * **A Little-Known Technique That Can Shoot Your Yellow Page Ad Response Through The Roof,**
- * **Every Step You Need To Take To Have A Successful Direct Mail Campaign,**

The workshop reveals the secrets that can make any independent entrepreneur or business more effective in their marketing efforts almost overnight. These secrets are explained in detail at the workshop. A workbook and a marketing checklist will be distributed to those who attend the workshop.

The workshop will begin at 1:30 p.m. and end at 4:00 p.m. The cost is \$37.

Those who register by June 4th will receive a free copy of Brian Keith & Company's best-selling audio cassette, *"The 10 Most Common Marketing Mistakes & How You Can Avoid Them"*, a \$24.95 value.

To register, or for more information please call (801) 255-5548. Ask for Lorie Lee.

Brian Keith & Company provides marketing coaching and consulting services, conducts private and public marketing workshops, and publishes reports, audios and video programs on marketing topics.

Clients have included publishers, chiropractors, small business owners, restaurants, video stores, dry cleaners, manufacturers, distributors, office supply stores and a wide variety of other business types.

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