



## For Immediate Release

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Audio CDs

### **Thinking of starting your own business? Expert recommends “learn while you drive”.**

What does cycling Ireland have to do with marketing your business?

That’s one of the scenarios a Marketing consultant uses in a newly released collection of audio CDs designed to help people start, and succeed in business.

Lynda Kavanagh says small business week is coming October 15 through 19 and that’s when many people seriously start thinking about starting a business.

“The stats are incredible when it comes to people wanting to start their own business, but for many they just don’t have the time, or knowledge of how to get started.”

That’s where Kavanagh shines. As the owner of WOW Communications and Training with offices in Lethbridge and Calgary, Kavanagh says she has a variety of marketing training programs for current businesses, but she really specializes in helping people start their own business.

“I can speak from experience. I’m 14 years old, in Entrepreneur years, and when I started they didn’t even have that word Entrepreneur. Much of my businesses beginnings were trial and error, which unfortunately is costly and makes it hard to keep motivated.”

With her five-part CD Collection, “Charting your business’ future”, Kavanagh hopes to take away some of that frustration start-up Entrepreneurs have and to get them heading on the right course.

“The collection is based on a program I have called the “WOWpreneur” which combines consulting and coaching for people who want one-on-one personalized help that they can’t get from group seminars or books.”

She says she came up with the idea to condense the “WOWpreneur” program to audio CDs while stuck in traffic in Calgary.

“Everyone is busy, fighting traffic or riding the subway or LRT to get to work, doing their jobs or just trying to get through another day,” Kavanagh says. “At the end of the day, they’re often too busy to sit and read a book or attend a workshop. But CDs work. You can pick up that vital information without putting aside extra time, and they are there to listen to again and again.”

The five-part collection titles are:

- 20 Marketing Tips to do BEFORE you quit your day (Kavanagh says this CD alone will save people over \$1000 in mistakes)
- Sink or Swim your Branding will Decide
- Plotting your Marketing Course
- Anchors Away... Sales for the Terrified
- Steering around your competition with EXCEPTIONAL Customer Service

Kavanagh says the CDs sell as a collection for \$130 and can be purchased from her website.

“Most qualified consultants are charging around \$130 for a one-hour meeting, so this is great value to get around six hours of ‘jam-packed’ money and time saving information for the same price.”

So what does cycling Ireland have to do with marketing your business? Kavanagh, with her husband D’Arcy, cycles parts of the world each summer. She wanted to make the CDs not only informative but fun and easy to listen to. So she uses stories of her travels to highlight key points in the CDs. Cycling is one example from the “Plotting your Marketing Course” of how, as a cyclist, you can make one wrong turn and, in isolated parts of Ireland, that means you may go for 90 kilometers before you find out you are going the wrong way.

Her point in that story is that the same goes for a business... sometimes you think you are moving in the right direction, only to find you are way off course. That costs a business a lot of time and energy and that energy is usually money.

Each CD cover is a picture that Kavanagh took of some of her travelling adventures. The CD cover and key story in the “Steering through your competition with EXCEPTIONAL Customer Service” is based on Venice, Italy.

Kavanagh loves being an Entrepreneur. She says she would rather “drink battery acid” than ever go work for someone else, but she says it’s not all smooth sailing. And the statistics of Entrepreneurial success verify that.

For example, she cites a Statistics Canada study, “Failure Concerns”, that says the top three reasons for failure of a new business are: management deficiency, financial management problems and poor marketing.

In a 2005 Statistics Canada study on Key Small Business Statistics, one theme emerged: The first few years of operation are critical to a business' future. While almost three quarters of small business start-ups survive the first year, less than one third of micro-companies (fewer than five employees) were in business after five years.

According to Stats Canada, there were about 146,000 business start-ups a year from 1994 to 2004 with an average of 12,000 business bankruptcies per year from 1994 to 2004 in Canada.

“The number of annual business failures can be intimidating,” Kavanagh says. “The key to avoiding being one of those failures is to realize you can't be an expert in all aspects of running your business. It's best to stick to what you know and pay for good solid advice from experts in the areas you aren't sure about. Guesswork is the kiss of death in any business.”

One major development, in the small business sector, involves Entrepreneurs age 55 and over.

Since 2001, companies run by those in the 55-plus age group have increased by 140,000 or 30 per cent, according to the CIBC report called “Seniorpreneurs”. Kavanagh says this emerging group constitutes more than 30 per cent of the Canadian workforce, so the potential for new businesses starting up is huge.

“However, there's likely a lot of that Seniorpreneur group who really don't know all the steps they should take to enhance their chances of success,” Kavanagh says. “They come from a variety of backgrounds, but mostly they've worked for someone else. It's a whole new skill set to run your own business.”

Kavanagh says she loves working with new entrepreneurs because of their excitement, enthusiasm and energy. She adds she would just like to see more of them take action in the early stages to ensure success.

“Being an entrepreneur can be a great way to earn a living. There's no feeling like running the show yourself – and surviving.”

Anyone interested in learning while they drive with this Audio CD collection can purchase them through Kavanagh's website: [www.wowcommunications.ca](http://www.wowcommunications.ca) click on Marketing, click on Audio CDs, or they can contact her by phone: Calgary: 403 515-0022, Lethbridge 403 390179.

**Media Note:**

- Included is a CD with excerpts from the Audio CD collection
- Details on each CD can be found on the website on the Audio CD section