



## WOW Communications & Training

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**For immediate release**

# Are you drowning in Marketing frustration?

It's easy for small businesses to become adrift in the world of marketing, says Marketing consultant Lynda Kavanagh, with WOW Communications and Training.

“Running a small business is like driving a boat. Often small businesses are out there alone in their little boat, they can't find their life jackets, they don't have a compass and their navigational map isn't so easy to follow”.

Kavanagh is offering a three-hour workshop April 14 in Calgary that is designed specifically to be a **Marketing Life Preserver** for small businesses. Kavanagh says the workshop will offer practical and clear direction on how businesses can get their Marketing on the right course.

“It doesn't matter if you are a professional who needs to market themselves, someone thinking of starting a business, or an established business that is frustrated with its marketing, this workshop will get them point them on the right course - in just 3 hours.”

Kavanagh says the session will address areas such as how easily brands can be fragmented, finding the right customers an then finding the right motivational message to talk to those customers.

Pricing for this Saturday morning workshop is \$129.95 but participants **must register before April 10**, no registrations will be accepted at the door. The workshop is in a central location in Calgary and parking is only \$1 per hour. This workshop may be of interest to entrepreneurs, managers, non-profit groups and professionals.

Anyone who is interested in more details on this workshop or to register online, can go to [www.wowcommunications.ca](http://www.wowcommunications.ca), enter the site and click on Training, then Next WOW Workshops or by calling WOW's Calgary office at 403 515-0022.

WOW Communications & Training Corp. has been providing marketing consultation and training services for over 13 years. It has offices in Calgary and Lethbridge.