

Linda Popky Brings Alan Weiss Mentor Program To Silicon Valley Consultants and Small Businesses

First marketing expert certified in renowned global mentoring program

REDWOOD CITY, CA – January 5, 2010. [L2M Associates](#), Inc. today announced that its president, [Linda Popky](#), has been certified to deliver mentoring services to consultants and entrepreneurs as part of noted consultant [Alan Weiss](#)'s Private Roster™ Mentor Program. Only 20 senior consulting professionals have been certified worldwide, and Linda Popky is the only consultant with a focus on marketing.

Over the last 15 years, Alan Weiss, the Million Dollar Consultant, has created one of the most comprehensive mentoring communities available. The program has over one thousand graduates globally, with scores of individuals renewing for multiple terms. A conservative estimate, according to Weiss, is that graduates have generated over \$660 million dollars in incremental revenue as a result of their program participation.

"I'm expanding our ability to help people in professional services globally through these expert mentors, all of whom have worked with me," said Alan Weiss. "Linda is among the best of the best."

"My success in consulting is due in no small measure to the support and learning I've received through my mentor relationship with Alan," said Linda Popky. "Mentoring helped me rapidly build a strong, profitable, award-winning consulting business, while avoiding common mis-steps and mistakes. I'm excited to be one of the first people chosen to bring this unique learning experience to other consultants and entrepreneurs."

About the Program

Customized to meet the needs of each participant, the [Mentor Program](#) includes six months of unlimited access to Linda Popky for both strategic and tactical help in building or growing a business. Participants can leverage Linda Popky's significant expertise in marketing, as well as her experience in helping start and grow consulting practices and businesses alike. Linda Popky recently completed a two-year term as president of [Women in Consulting](#), a Bay Area-based collaborative organization of more than 400 senior consulting professionals, and she has extensive experience mentoring startups and small businesses.

Participants are automatically enrolled in Alan Weiss's global mentor community, which includes access to online discussions, audio and video resources, newsletters, and the ability to participate in professional mastermind groups and international summits with some of the world's top business consultants.

About Linda Popky

Recognized as one of the [Top Women of Influence in Silicon Valley](#) in 2009, Linda Popky has also been inducted into the [Million Dollar Consultant ® Hall of Fame](#). She is the founder and president of [L2M Associates](#), which helps a wide range of organizations from startups and small businesses to Fortune 500 companies achieve their business goals through more impactful marketing.

Linda Popky is a member of the [Society for the Advancement of Consulting](#) (SAC), the [National Association of Women Business Owners](#) (NAWBO), and the [Business Marketing Association](#) (BMA). She is the host of the [Marketing Thought Leadership](#) podcast series and the monthly Northern California BMA [Marketing Strategy Roundtable](#) series, as well as the author of [Marketing Your Career: Positioning, Packaging and Promoting Yourself for Success](#), and [Promoting Your Non-Profit: Using Marketing to Help Your Organization Succeed in Turbulent Times](#).

About L2M Associates, Inc.

L2M Associates is a strategic marketing company that helps clients improve their bottom line by more effectively leveraging their investment in marketing programs, processes, and people. L2M works with a wide range of organizations from small businesses and nonprofits to startups and Fortune 500 companies to use their marketing resources as effectively and efficiently as possible. For more information, visit www.L2Massociates.com or contact 650-281-4854.

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