

## Marketing Teleseminars Take Businesses to the Next Level

### Leverage2Market™ program provides easy-to-implement tools, tips, techniques

REDWOOD CITY, CA – January 19, 2010. L2M Associates, Inc. today announced a new series of marketing teleseminars to help businesses more effectively use marketing to succeed in the coming year. The teleseminars, which launch on February 4, feature award-winning consultant Linda Popky providing proven marketing and branding techniques that attendees can easily apply to their own situations.

This year's sessions include:

- *Top of the Year Tune-Up: Marketing Tools & Techniques to Get Your Business in High Gear for 2010* -- Thursday, February 4, 11 AM - noon PDT
- *Making the Leap: Starting a Consulting Practice* -- Thursday, March 11, 11 AM - noon PDT
- *Building a Powerful Brand: Online and Off* -- Thursday, March 18, 11 AM - noon PDT
- *Coming Back for More: How to Build Repeat Business* - Thursday, April 22, 11 AM - noon PDT
- *Standing Out from the Crowd: Strategies to Build Thought Leadership* - Thursday, May 20, 11 AM - noon PDT
- *Publish or Perish: Succeeding in the New Online World*-- Thursday, June 17, 11 AM - noon PDT
- *The Power of Association: Creating Community Online* -- Thursday, July 22, 11 AM - noon PDT
- *Big Marketing Tips for Small Organizations* -- Thursday, August 12, 11 AM - noon PDT
- *Business Without Borders: Thinking Globally* -- Thursday, September 23, 11 AM - noon PDT
- *Marketing Your Business Plan* -- Thursday, October 21, 11 AM - noon PDT
- *Other People's Money: Strategic Partnering for Growth* -- Thursday, November 18, 11 AM - noon PDT
- *The Power of Presentation: Marketing Your Ideas Effectively* -- Thursday, December 9, 11 AM - noon PDT

“Our teleseminars offer an easy, effective way to learn about the latest marketing strategies, trends, and techniques—all without ever leaving your office,” said L2M President Linda Popky. “As the economic environment continues to improve, it’s important that businesses and individuals are well positioned to take advantage of the marketing opportunities that are available to them.”

Participants can register to attend the teleseminars at [www.L2Massociates.com/teleseminars](http://www.L2Massociates.com/teleseminars). Each session costs \$49, and discounts are available on the series. All sessions will be recorded and available as MP3 files, for those who may not be able to attend the live event.

In addition, last year's popular teleseminar series, *Ready for Rebound* for small businesses and *Promoting Your Non-Profit* for non-profits and associations, are each now available as MP3 files or four-CD sets.

### **About Linda Popky**

Linda Popky is a consultant, speaker, educator, coach, and author who has been quoted and featured in leading online and print business and trade publications. Named one of Silicon Valley's Top Women of Influence in 2009, she has also been inducted into Alan Weiss's Million Dollar Consultant® Hall of Fame. Linda is past president of Women in Consulting, as well as the author of *Marketing Your Career* and *Promoting Your Non-Profit*. She is the host of the podcast series *MarketingThoughtLeadership.com* and the NorCal Business Marketing Association's marketing strategy roundtables. Linda teaches marketing courses at San Francisco State University's College of Extended Learning, the UC Santa Cruz Extension Silicon Valley Extension, and West Virginia University's online Master's in Integrated Marketing Communications (IMC).

### **About L2M Associates**

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 startups and small businesses to Fortune 100 companies to use their existing marketing resources as effectively and efficiently as possible. For more information, visit [www.L2MAssociates.com](http://www.L2MAssociates.com) or contact 650-281-4854.

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