

**CONTACT: Randye Spina**  
**Affordable Marketing Solutions LLC**  
**(203) 559-8838**  
**Randy@MyAffordableMarketing.com**

**FOR IMMEDIATE RELEASE**

**AFFORDABLE MARKETING SOLUTIONS LLC WRITES THE BOOK ON SMALL  
BUSINESS MARKETING**

**Connecticut Marketing Firm Publishes *Affordable Marketing Solutions: Proven Techniques to Profitably Market Your Small Business***

Bridgeport, CT, February 1, 2010 – Entrepreneurs, small-business owners, and self-employed professionals now have access to a guide filled with tips and techniques to help them market their small businesses.

Randy Spina, Chief Solutions Officer of Affordable Marketing Solutions LLC, wrote this handy workbook because she perceived a need in the small-business marketing book industry that hadn't been filled. "There are many great marketing books out there, but none grounded in the exact how-to's for small-business owners, especially given the tough economy right now." says Spina. "I created an easy-to-use workbook. Chapters are organized by technique – all affordable for small-business owners, including websites, email marketing, telephone techniques, social media, coupons and more." At the end of each chapter there are checklists and worksheets to ensure you get it right the first time, without wasting time or money.

Reviews have been exciting. "I'm so grateful that my book is being embraced," says Spina. And, at just \$18.95 it's a fit for anyone's budget – no matter how tight.

*Affordable Marketing Solutions: Proven Techniques to Profitably Market Your Small Business* is available at [www.myaffordablemarketinghandbooks.com](http://www.myaffordablemarketinghandbooks.com). Read the reviews; get information and easy online ordering details and sign up for Affordable Marketing Solutions email newsletters on the website.

Affordable Marketing Solutions LLC was created especially for entrepreneurs, small-business owners and self-employed professionals. Spina's consumer and business-to-business marketing expertise has helped companies ranging from Fortune 500s to start-ups in the Financial Services, Pet, Travel, Nonprofit, IT, Retail, Health and Wellness, Insurance, and Construction industries. For more information, contact Spina at (203) 559-8838 or visit [www.myaffordablemarketing.com](http://www.myaffordablemarketing.com).

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