

PRESS RELEASE

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**LOCAL BUSINESS OWNERS CAN QUICKLY GROW PROFITS AND REDUCE
ADVERTISING COSTS USING METHODS TAUGHT IN WORKSHOP**

Downers Grove, Illinois—This month small business owners can attend a Saturday morning educational workshop and learn how they can increase their revenues while reducing their advertising costs—in many cases by as much as 50 percent. David Kent, a Chicago area marketing consultant, is conducting the first of several business-building workshops at 8:00 am, Saturday, May 16th at Lincoln Center, 935 Maple Street, Downers Grove. The methods taught at Kent's workshops have proven to generate new business and, in the majority of cases, inspired customers to take greater advantage of incentives, preferred discounts and sales offered by small businesses using Kent's marketing ideas. "The list of profitable ideas is actually almost endless," Kent says, "But I narrow the focus somewhat in the workshops. The key is to start by making use of an asset that you already own, and the specifics I teach are simple and actionable by every business out there. With a little education, the light goes on for everybody—every businessperson who attends sees how this can be a great source of increased revenues, reduced costs and overall business growth, especially in these uncertain economic times. And that's because the methods

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work, pure and simple.” Kent also wants to ask every business owner, “How are you keeping in touch with your current customer base?” Many don’t know how to answer because they don’t know how to stay in touch with their customers. That is one reason why Kent wants businesses to have real solutions. “My goal here is to show local and area businesses how to make more money, be hands-on with their customer base, spend less, and to grow their enterprises by taking advantage of the opportunities around them.”

The cost to register for the workshop is \$97, and those wishing to attend a second time as a refresher may re-register without cost. Other, repeat workshops will follow in May and June; for those unable to attend on May 16th, the following workshop will be conducted Saturday, May 30th.

Those interested in registering or learning more can call David Kent at (630) 310-8651, or log onto www.dkcmarketing.com

About DKC Marketing

Since 1985, David Kent has been providing practical advertising and marketing solutions for a range of businesses, from mom & pop shops to large corporations in the Chicago area and across the country. He has been writing professional copy for well over two decades. To meet the growing demand for his expanding service portfolio, he has formed DKC Marketing. Among other online and offline services, he consults with business owners and marketing executives, conducts educational marketing workshops and presents practical business solutions that create profits and grow businesses while cutting advertising costs. David refuses to believe that the economy is really “busted.” With a simple plan and some time and direction, any business owner can help customers and realize more in revenues. “Much of it has to do with attitude and a series of simple steps,” he asserts.

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