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WHAT DO EXPERTS DO DURING TRYING ECONOMIC TIMES?

Give their expertise away for free, of course!

Group of 10 Internet-based entrepreneurs offers amazing bundle of e-products filled with information, advice, tips and tools for success – all for FREE.

Boca Raton, FL – The only thing better than getting something valuable for free is getting 10-valuable-somethings for free...especially when the ‘something’ in question is expert-level insider information shared by leading entrepreneurs and Internet-based business leaders.

“This is a very exciting project that breaks all rules about charging what you’re worth,” said Kathleen Gage, a leading voice in the world of Internet marketing and the organizer as this break-all-the-rules free offering. “A group of 10 of us from across the U.S., all of us experts in our fields, including marketing, publishing, selling, book promotion and social media, got together in a mastermind group and decided to try something different. We’re looking to introduce our insight and expertise to more people than ever before, so we figured our collective reach would be enormous,” Gage added.

Now more than ever, small business owners, entrepreneurs and consultants are being very careful about where and how they spend their marketing and professional development dollars. And with good reason.

“It’s clear that what’s going on in the economy certainly trickles down to entrepreneurs and small business owners, all of whom make up a good part of our target markets,” explained Allison Nazarian, marketing and copywriting expert and president of Get It In Writing. “We know and understand why they – as all of us – are being choosy about where they put our training and development resources. That’s why we decided to do something different and entirely unexpected.

“Besides, each of us, individually and as a group, believes strongly in ‘paying it forward’ and in the what-goes-around-comes-around school of thought, so why not give it away this one time?,” Nazarian added.

continued on next page

Page 2/WHO SAYS YOU GET WHAT YOU PAY FOR?

The group, which meets virtually every other week under the leadership of Kathleen Gage (www.KathleenGage.com), is kicking off this 60-day “Platinum Joint Venture” on April 1, 2008.

To learn more about what’s being offered and how to access these free (yes, FREE!) e-products, visit <http://www.kathleengage.com/jvplatinum.htm>.

About Allison Nazarian & Get It In Writing:

Allison Nazarian is the Founder & President of Get It In Writing, a leader in providing copywriting and marketing services, consulting and instruction to businesses and DIY-ers (do-it-yourselfers, especially small business owners, entrepreneurs, coaches and consultants) all over the world. For free copywriting and marketing tips and other valuable insight, visit www.GetItInWriting and at www.GetItInWriting.biz/blog.

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