

# PRESS RELEASE

## HELP FOR 'INVISIBLE' SMALL BUSINESSES

### DIY guide gives anyone the expertise to create unmissable marketing material

The boom in self-employment and business start-ups continues unabated, but many are doomed to failure because they lack the skills needed to get themselves noticed. A new book by marketing communications expert, Ashley Hastings, has come to the rescue. *I'm Here! How To Write Brilliant Marketing Material That Gets Your Business Noticed* shows how anyone can drum up customers like a marketing pro, regardless of experience or budget.

*I'm Here!* takes the reader step by step through the creation and application of 13 different marketing methods: advertorials, blogs, brochures, business cards, emails, Facebook, flyers, LinkedIn, press releases, product descriptions, sales letters, Twitter and websites.

Unlike other books and websites on the subject, *I'm Here!* is a practical DIY guide, packed with original tips, techniques and real-world examples. Everything is explained in meticulous detail with engaging clarity and no jargon or business gobbledeygook.

The UK experienced nearly 500,000 business start-ups in 2015 and the numbers have continued to soar in 2016 (source: Dept. for Business, Innovation & Skills). But, as Lord Alan Sugar said: "Your start-up will be a cock-up if you don't learn marketing communications." *I'm Here!* fulfils this essential need.

Ashley Hastings has been putting the techniques described in his book into practice for over 20 years. Through his own copywriting business ([www.ashleyhastings.co.uk](http://www.ashleyhastings.co.uk)), he has helped hundreds of businesses get their voices heard. Ashley said: "I wrote *I'm Here!* to give a voice to all the small businesses with something great to say."

Book details:

*I'm Here! How to write brilliant marketing material that gets your business noticed*

CWG Publishing / £14.95 paperback, £6.68 e-Book

344 pages / 6"x9" / ISBN 978-1908293299

Available from Amazon and other online retailers.

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Note to editors:

For further information, images, interviews and articles, please contact...

The author, Ashley Hastings: [ashley@ashleyhastings.co.uk](mailto:ashley@ashleyhastings.co.uk)

The publisher, Christopher Greenway (CGW Publishing): [mail@cgwpublishing.com](mailto:mail@cgwpublishing.com)

Or visit [www.ashleyhastings.co.uk/im-here.html](http://www.ashleyhastings.co.uk/im-here.html)