

For Immediate Release

Wide Awake Marketing

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Wide Awake Marketing Announces the Publication of Groundbreaking Marketing and Sales Book Written by Customer Experts Martha Hanlon and Chris Williams

Much awaited guide to customers garners great reviews and is scheduled for release on March 1

SAN JOSE, CA, April 2, 2012 — Wide Awake Marketing announces the release of *Customers Are The Answer to Everything: How to Get and Keep All the Customers Your Business Wants*, a groundbreaking marketing and sales book penned by customer experts Martha Hanlon and Chris Williams. The book will be released April 3, 2012 by Morgan James Publishing, an independent publisher of entrepreneurial titles, after receiving enthusiastic reviews from renowned business experts. Bestselling author and Father of Guerilla Marketing Jay Conrad Levinson calls it, “. . . a concise and unique system for bringing customers into your business. Martha Hanlon and Chris Williams have honed their knowledge, belief and years of results into an amazing method to guide you to attract the customers you want . . . and keep them.”

Customers Are The Answer to Everything: How to Get and Keep All The Customers Your Business Wants will be available online at WideAwakeMarketing.com, Amazon and other major book retailers as both a soft-cover and e-book. Advanced Readers Copies garnered rave reviews, and those who've applied the system report they now have the insight into what their marketing needs to accomplish and have practical, actionable steps to take. And they're getting more customers in their businesses.

In *Customers Are The Answer to Everything*, Hanlon and Williams reveal how almost everything about a customer's "buying buttons" has changed today: where they go for information, who they listen to, the kinds of words they hear and don't hear, and the number of times they need to hear the message. To get more customers, businesses must understand their buying buttons by talking and acting in a new way — the way customers require, technologies enable and the economy demands.

Geared to the small business market, the book marks Hanlon and Williams' second publication for this burgeoning demographic. Hanlon said of the new book: "Small businesses are eager for more customers, and to do that—to bring more people into the business and keep them longer—they must learn to 'speak Customer.' *Customers Are The Answer to Everything* enables small businesses to unravel the mystery of getting customers."

Williams adds, "To 'speak Customer' is about more than just the language you use. It's also about the actions you take, the energy you bring and the leadership you show when engaging with customers."

David L. Hancock, founder of Morgan James Publishing commented, "Morgan James is honored to launch this compelling small business marketing book, which will not only accelerate the way small businesses get and keep more customers, but by supporting their growth nationwide, will have a lasting impact on the economic health of us all."

About the Authors

Martha Hanlon is a thought-provoking marketing expert who spots trends and breaks a lot of marketing "rules" to deliver new results. Her forward-thinking has led to the identification of nine marketing leverages that create the fastest path to customers. Fun, engaging and a bit irreverent, Martha is passionate about the need for businesses to start talking to people in lively, authentic conversations—and to tell stories that help the world understand why they are important.

Recognized by Sacramento Magazine as one of the top five sales experts in the California capitol area, **Chris Williams** is a dynamic business builder, sought-after speaker and results-producing business coach. After training over 1,000 Xerox sales reps, she single-handedly built a \$4 million per year Xerox distributorship of 13 sales people that grew 18 percent year over year.

For more information, visit WideAwakeMarketing.com.

About Morgan James Publishing

Morgan James Publishing provides entrepreneurs with the vital information, inspiration and guidance they need to be successful. For more information, visit Publishing.Morgan-James.com.

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