



media release

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**BEST-SELLING AUTHOR TONY RUBLESKI COMING TO GREATER MANKATO**

***Capturing the Mind of your Customer: Win More Business in a Challenging Economy***

MANKATO, Minn. (January 29, 2009) - Best-selling Tony Rubleski author will present "Capturing the Mind of your Customer: Win More Business in a Challenging Economy" this **Tuesday, February 3 from 1:30 to 3:30 pm** at the Technology Plus building at 1961 Premier Drive in Mankato.

Tony Rubleski's latest book, *Mind Capture: How You Can Stand Out In The Age of Advertising Deficit Disorder* has received excellent reviews from many of the top marketing minds and thought leaders and went #1 with Amazon.com on July 29, 2008 in the marketing, advertising and sales categories. For details on the book visit: [MindCaptureBook.com](http://MindCaptureBook.com)

With the average person is bombarded with 4000-5000 marketing messages ever day, Tony Rubeleski will share how organizations can stand out from the ever increasing barrage of media options, noise, and overload. Topics include:

- Proven ways to generate referrals and repeat business
- The three biggest challenges all marketers face in the digital age
- Simple and cost effective ways to stay in touch with clients and prospects
- The number one mistake most businesses and nonprofits make and how to quickly fix it
- Web 2.0 and the power of great content in your on-line marketing
- How to lower your marketing costs and get people to pay attention to your message
- Real-world examples of successful marketing promotions and how they can be modeled

This presentation kicks off Greater Mankato Growth's 2009 Professional *growth* Series. Admission is \$30 for Greater Mankato Growth members and \$40 for all others. To register, email [info@greatermankato.com](mailto:info@greatermankato.com) or call 507.385.6640. For details on this and other upcoming Professional growth Series events, visit [greatermankato.com/gmg-profgrowthseries.php](http://greatermankato.com/gmg-profgrowthseries.php)

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