



THE CITY OF SAN DIEGO
Public Library

FOR IMMEDIATE RELEASE
Monday, February 27, 2006

CONTACT: Leslie Simmons
619-238-6630

**Library Workshop on March 15 to Focus on
Building Your Business through Lead Generation**

SAN DIEGO – The Allied Gardens/Benjamin Branch will present a free workshop on “lead generation” with Marcus Schaller, CEO of the Purple Dot Group. He will discuss the difference between relying on referrals and networking versus building a lead generation machine.

Mr. Schaller’s experience includes consulting, copywriting, project management, and campaign management. He is the author of “The Lead Ladder: Painlessly Turning Strangers into Clients, One Step at a Time.” To learn more about Mr. Schaller and his business philosophy, please see his website at www.purpledotmag.com.

This workshop will take place Wednesday, March 15, from 6:30 to 8 p.m., in the Community Meeting Room at the Allied Gardens/Benjamin Branch, located at 5188 Zion Ave. There will be time after the presentation for questions.

To register, or for more information, contact Linda Moskovics at the Allied Gardens/Benjamin Branch at 619-533-3970, email lmoskovics@sandiego.gov, or visit www.sandiego.gov/public-library/services/businessstech.shtml.

###

The City of San Diego Public Library – Your Link to the Past and Gateway to the Future
www.sandiego.gov/public-library