



THE CITY OF SAN DIEGO
Public Library

FOR IMMEDIATE RELEASE
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**Library Workshop on Feb. 22 to Focus on
Building Your Business through Lead Generation**

SAN DIEGO – The San Diego Public Library is pleased to present a free workshop on lead generation with Marcus Schaller, CEO of the Purple Dot Group. Mr. Schaller will talk about 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 Web site at www.purpledotmag.com.

This workshop will take place on Wednesday, Feb. 22, in the Second Floor Meeting Room at the Central Library, from 6:30 to 8 p.m. There will be time after the presentation for questions. The Central Library is located at 820 E St. in downtown San Diego. There are several parking lots and garages in the area, plus on street parking is free after 6 p.m.

To register, or for more information, please contact Business Resources & Technology Link at the Social Sciences section of the San Diego Public Library at (619) 238-6630, email businesslink@sandiego.gov, or visit <http://sandiego.gov/public-library/services/businesstech.shtml>.

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