



## For Immediate Release

Contact: Marechiel Santos-Lang  
Phone: (608) 835.3697

### Author Elizabeth Fischer Speaks on How to Fix Your Marketing

Author Elizabeth K. Fischer will speak to members of the Oregon Chamber of Commerce about how a business can fix marketing that is not working on May 21 at 12:00 p.m. in the lower level of the Holy Mother of Consolation Church, 651 Main Street, Oregon. "Ninety percent of businesses are frustrated with their marketing," says Fischer. "The Small Business Administration now lists lack of effective marketing along with undercapitalization as the principal reasons for business failure. Considering today's confusing environment, that's not surprising."

In her talk, Fischer will address where to start fixing broken marketing and how to continue so that marketing is profitable. She will specifically answer marketing questions asked by those in attendance. All business owners are welcome to attend.

Lunch is sponsored by Dean Health Plan.

A business owner herself for fifteen years, Fischer has worked with hundreds of businesses on their marketing. Her mission is to get businesses on a system of marketing. She has released two books, *Mistakes I made My First Five Years in Business (and How You Can Avoid Them)* and *What's in It for Me? Marketing from the Customer's Point of View*, with a third book, *26 Mistakes Made Buying Advertising*, due out later this year.

Is Your Marketing Broken? Take This Quiz.

1. Does your marketing
  - a. follow a written plan or
  - b. do you fly by the seat of your pants?
2. Is that plan
  - a. tailored to fit your business or
  - b. are you using marketing that you heard worked for this other guy's business?
3. Do you
  - a. have goals for your marketing or
  - b. Is the outcome of your marketing a mystery, especially to you?
4. Is your marketing
  - a. directed to a target or
  - b. do you scatter your efforts, hoping to hit something?
5. How often do you review your marketing?
  - a. monthly,
  - b. quarterly,
  - c. review, what's that?

On questions 1-4, give yourself five points for every A answer and one point for every B answer. On question 5, give yourself five points for A, three points for B, and zero points for C. If you scored 25 points, congratulations, you have healthy marketing. If you scored 10 to 20 points, your marketing could use fixing. If you scored 10 points or below, your marketing needs an immediate I. V.!

733 North Main Street • PO Box 123 • Oregon, WI 53575 • Phone: 608-835-3697  
E-mail: [director@oregonwi.com](mailto:director@oregonwi.com) • Website: [www.oregonwi.com](http://www.oregonwi.com)

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