

# Media Alert: **Ambition Unleashed: A Small Business Workshop for Women Who Dream in Color**



Kennesaw, GA- June 27, 3013

## **MEDIA ALERT:**

**What:** MAD Marketing and Consulting is hosting Ambition Unleashed: A Small Business Workshop for Women Who Dream in Color. This is a one-day workshop for aspiring entrepreneurs or small business owners who want to grow their business. We will focus on the fundamentals of running a business, marketing, and planning for success.

**Who:** MAD is a one-stop marketing and consulting boutique specializing in small businesses and start-ups. MAD assists small businesses and start-ups with nearly all aspects of business development. MAD Marketing and Consulting is passionate about helping small business owners and entrepreneurs create vibrant, relevant and thriving businesses with limited resources. Co-owner and Business Development Specialist, Ryan Cannon-Scott is passionate about helping more individuals, particularly women and people of color, to turn their passions in to thriving businesses. More information is available online: [www.mymadmarketing.com](http://www.mymadmarketing.com)

## **Topics Covered:**

- Rubber to the Road: How to Get Your Idea off the Ground
- Things to Consider When Starting or Owning a Small Business
- Determining Your Costs
- Ways to Fund Your Business
- Networking and Finding Resources
- Mission and Vision Building
- How to Reach Your Target Market
- Branding, Marketing, Advertising, and Public Relations Without A Degree
- How To Succeed: Real Life Case Studies of Women Doing Their Thing

**Who Should Attend:** Small Business Owners, Entrepreneurs, Women of Color, Women in Business, Idealist, Dreamers, People with Passion

## **Guest Speakers:**

Ryan Cannon-Scott –Business Development Specialist, MAD Marketing

A’Kiyia Glenn-Kelly- YouTube Guru and Owner, A’Kiyia’s Natural Twist Hair Braiding

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Workshop for Women Who Dream in  
Color**

**When:** Saturday, July 27, 2013 1:00pm to 5pm

**Where:** Hilton Garden Inn Atlanta N/W Kennesaw Town Center, 895 Cobb Place Boulevard Northwest,  
Kennesaw, GA 30144

**Tickets:** General admission price: US \$80.00

Purchase tickets online: <http://ambitionunleashed.eventbrite.com/>

Corporate Partners/Sponsor Interest:

Email: ryan@mymadmarketing.com

**Media Contact:** Ryan Cannon-Scott

Phone: 773-669-6235

Email: ryan@mymadmarketing.com

Space is Limited