



Toms River New Jersey Marketing Firm Launches Publishing Company

By Flying Turtle Marketing
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The M Word Press: <http://www.TheMWordPress.com>
Get Ready! book: <http://www.cafepress.com/FlyingTurtleMkt>

Toms River NJ marketing firm launches a publishing company to create easy-to-follow, do-it-yourself books on marketing to boost business; written exclusively for the entrepreneur, small-business owner, and business-owner-to-be.

Flying Turtle Marketing launches The M Word Press, a publishing company focused on creating and printing marketing books written with the small-business owner in mind. Since marketing—aka the "M" word—can be an intimidating and daunting task for overtaxed entrepreneurs, The M Word Press (TMWP) tackles the subject of marketing with an easy-to-follow, do-it-yourself approach.

“As small-business owners, we understand the challenges of our fellow entrepreneurs,” state co-owners Lisa McComsey and Linda O’Donnell. “We already have enough on our plates by wearing the hats of an accountant, salesperson, worker bee, customer-service rep, and so on. Adding the job of marketer to an already overloaded to-do list may seem impossible. We created The M Word Press as a safe haven for business owners like us to find the do-it-yourself guidance they crave and deserve. Our goal is to create books that teach companies what we know to help them survive, thrive, and remain supportive of their local economy.”

TMWP’s inaugural DIY book, *Get Ready! Start Marketing Your Small Business Like a Pro in 15 easy, do-it-yourself steps*, the first in a planned series of DIY books, debuted at Flying Turtle Marketing’s Opportunity Knocks seminar held at the Quality Inn, Toms River, NJ on June 30, 2009. The *Get Ready!* book was eagerly received by their audience of small-business owners and entrepreneurs.

The TMWP team breaks the overwhelming process of marketing down into small, easy-to-digest steps, writing in plain English with no industry jargon or geek-speak. Their book, *Get Ready!*, offers tons of tips, tricks, ideas, and probing questions that allow even beginning marketers to get the job done and inspires the experienced marketer to move their to-do lists back to the front burner. It tackles subjects that are easily overlooked, including developing a USP (unique selling proposition) and mission statement, overcoming prospects’ objections, identifying the features, benefits, and ultimate benefit, of your service and/or product, and much more. With workbook sections included at the end of each chapter, TMWP holds the reader’s hand throughout the process of collecting every tidbit necessary to promote his or her business.

Readers can be confident that reading any book produced by Flying Turtle Marketing’s *The M Word Press* will help them easily tackle the seemingly daunting task of marketing and equip them with the tools they need to promote their business, products, and services effectively.

About Flying Turtle Marketing: We are fun-loving marketing pros, speakers, and authors. Our passion (besides purple and chocolate) is helping small-business owners get noticed and prosper.

Linda O'Donnell, Owner

Linda O'Donnell, the turtle-loving partner responsible for our company name, launched Flying Turtle Design & Production in 1995. After meeting Lisa McComsey at a networking seminar in 2002, the duo decided to merge their talents—propelling Linda to expand her business into a full-service marketing firm, which was relaunched as Flying Turtle Marketing. A gifted designer, creative innovator and tough-as-nails project manager, she also has a 16-year history in computer programming and data management, making her a well-rounded business strategist.

Prior to founding Flying Turtle, Linda honed her graphic-design talents and statistical skills in various art galleries and businesses. Raised on a 100-acre farm in Tunkhannock, PA, she received her BFA from Marywood University in Scranton, PA and has lived and worked in New Jersey for 20 years with her husband, Scott, who owns a commercial paving company, and their Bichon Frise pup, Ripley.

Linda sits on the board of trustees of OCBA (Ocean County Business Association) and co-chairs the organization's marketing committee, which oversees the magazine, speakers' bureau, mentors, new-member orientation and internal business solutions committees. She is an active member of the MODC (Monmouth Ocean Development Council) marketing committee and a past board member of EMACC (Eastern Monmouth Area Chamber of Commerce) and was involved in its business-expo-planning and business-after-hours committees. A devoted gym rat, tennis enthusiast, bicyclist and hiker, she recently overcame a flying phobia to add international travel to her roster of passions.

Lisa McComsey, Owner

Lisa McComsey is an award-winning copywriter who has been producing marketing and promotion copy for more than 15 years. Her clients have included publications like Vogue, People, Life, The New York Times, Real Simple, Vanity Fair, GQ, In Style, House & Garden and Redbook, as well as cosmetic companies, ad agencies and non-profit organizations. In 2002, Lisa became a partner in Flying Turtle Marketing, where she oversees the firm's writing, editing and research divisions.

A two-time winner of the Time Inc. President's Award for Outstanding Achievement, Lisa took a break from New York City corporate life to spend nearly three years teaching English in Costa Rica and Baja, Mexico with the volunteer organization, WorldTeach. She received the coveted Volunteer of the Year award for her efforts.

Lisa graduated from Bucknell University with a degree in art history and is an avid cyclist, runner and outdoor enthusiast, with 19 marathons under her belt. She is president of the Ocean County Business Association, has co-chaired the OCBA marketing committee and is an active member of the MODC (Monmouth Ocean Development Council) marketing committee. She also volunteers for the United Way of Ocean County's marketing committee and serves as publicity chair for the First United Methodist Church of Island Heights. A Toms River native who fled the Jersey Shore for a career in Manhattan, Lisa returned to her hometown where she now lives, bikes and kayaks with her husband, Mark, an investment advisor and public accountant based in downtown Toms River.

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