



Sample Press Release

For Immediate Release

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New Virtual Training Teaches Small-Business Owners and Executives How to Find and Eliminate Unnecessary Costs that Reduce Business Profitability

Anytown, MN– March 1, XXXX – Increasing revenue may improve the profitability of your business. But to maximize profitability, you also need to find the unnecessary, hidden costs that are sucking the profits out of your firm. If you can't locate these costs, it's impossible to address them, which leaves your bottom-line – not to mention your entire business – at risk.

A new virtual training event will help small-business owners and executives find and eliminate unnecessary expenses. The webinar will be held 3 p.m. Eastern, Wednesday, April 14, XXXX. The fee for attending is \$99 per connection. To register, go to www.abcmanagementexperts.com/webinar.

The online session will be delivered by John Smith, author of "Big and Little" and management thought leader. A consultant with 25 years of experience helping thousands of business owners eradicate unnecessary expenses, John is the master of getting inside the true financial workings of a company to ensure profitability. Discover the important areas you should research – and questions you should ask of your management team – to drive the profitability of your company.

You will learn how to:

- Find the costly, unnecessary expenses that are killing your business and eliminate each one using a 3-step analytical process
- Review each expense to determine its validity and necessity to the business
- Engage your management time to solicit their input on cost reduction strategies
- Create a cost-conscious culture among your employees to improve profitability
- Develop programs to reward those who are most effective at improving the corporate bottom-line

As a bonus, you will receive a copy of Smith's white paper, "Profitability Management for Business Leaders."

About John Smith

John Smith has helped more than 5,000 small businesses increase their profitability in the last decade. In addition to 25 years of management consulting experience, Smith spent 10 years as an executive manager in two Fortune 100 companies. Author of "Big and Little," Smith is an adjunct professor of business management at the Minnesota School of Business Management.