

Exclusive Free Audio Series From StartupSpark.com as Part of National Be Heard Day

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News Release

For Immediate Release

Entrepreneurs Learn How to Be Heard With Exclusive Free Audio Series From StartupSpark.com as Part of National Be Heard Day

Host Shannon Cherry interviews ten successful marketers on tactics small business owners can use

Albany, NY - February 19, 2008 – Ten successful marketers will be interviewed as part of a series in celebration of National Be Heard Day. The interviews, conducted Public Relations Professional Shannon Cherry, will feature the insider secrets on how to develop low-cost, effective marketing strategies for small business owners and entrepreneurs.

The podcast interview series, “Be Heard” will be featured on the award-winning blog, www.startupspark.com, and will be conducted leading up to National Be Heard Day on March 7. The holiday was founded in 2005 to help small businesses and entrepreneurs find their voice, tell their story and be heard.

“When you’re just starting a business – it can be daunting,” says Cherry. “These professionals have been there and made their mistakes. But they survived the hard start up times, and now will be sharing what they’ve learned along the way at startupspark.com. I think what they have to say will be invaluable to small business owners and entrepreneurs.”

Cherry is the owner of Cherry Communications (www.cherrycommunications.com) and its subsidiary, Be Heard Solutions (www.beheardsolutions.com), Albany, NY-based virtual strategic communications firm that works with small businesses and nonprofits all over the country to develop results-oriented marketing and public relations programs. She is also the co-author of the books, Be Your Own Great & Powerful: A Woman’s Guide to Leading Your Real, Big Life and Parenting Beyond Belief, and has spoken on public relations and marketing issues and strategies worldwide.

The interviews will available free of charge on www.startupspark.com beginning February 28 and include advice from a diverse pool of professionals in areas including copywriting, public relations, life coaching and virtual assistance. They will also be available via iTunes and other podcast download sites.

For more information, go to www.startupspark.com.

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Cherry Communications/Be Heard Solutions helps entrepreneurs and small business owners find their voice, tell their story and be heard.

[You can find this press release here](#)