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BECOMING AN ENTREPRENEUR IS OPTIONAL; MASTERING MARKETING IS MANDATORY

(Novato, CA) Marketing Visionary, Strategist, and Publicist LynAnn King is on a mission to empower small business entrepreneurs to achieve personal success, professional recognition and monetary rewards.

Better known to her clients and collaborators as the Pitching Princess, King exudes the vitality and perseverance needed to capture the media's imagination with carefully crafted, timely, on-target messages.

The energetic King, founder of KingSings PR, headquartered in Novato, CA, began her career in the competitive Silicon Valley computer industry world. By night, she escaped the "techies" by moonlighting as a Bay Area jazz singer. "Strangely enough," laughs the personable King, "I found my multi-faceted marketing career through the part-time singing gigs." Her first client partnership was with the San Mateo Downtown Merchants' Association, where they launched a successful Dine Around Passport program with a number of the area's leading upscale restaurants. King refers to this as her first "Big Idea" promotion.

"I believe that all entrepreneurs need to find the single most important feature that differentiates them from their competitors." She references the legendary direct marketing guru, Rosser Reeves, who labeled the concept U.S.P. or Unique Selling

Proposition. “It’s that singular magical formula that takes an entrepreneurial business from ordinary to extraordinary.”

King practices what she preaches. She honed her marketing expertise by serving as the marketing/public relations consultant on a number of Bay Area boards, including the San Francisco Bay Area Chapter of the Association of Image Consultants International (AICI), the Marin Association of Female Executives and most recently, Public Relations Society of America. She has also represented a select number of Bay Area charities to promote their causes and events. For several years she has served as the key publicist on the international marketing committee of AICI, consulting with a large number of entrepreneurial professionals internationally and helped launch Pinups for Purpose, a breast cancer awareness calendar.

Recently, King has added co-author to her list of accomplishments. She is featured in the recently published book, *Woman Entrepreneur Extraordinaire –Top experts share their secrets for more business success* from THRIVE Publishing. Her chapter title: *The Convergence of Marketing, Sales and Public Relations: Navigating for Small Business Success* gives readers an in-depth how-to analysis on becoming a successful marketer and achieving entrepreneurial longevity. “Anyone can call themselves an entrepreneur and sit back and hope the phone will ring,” says King. “Finding one’s marketing voice, though, is mandatory for success. I got into this profession because it truly is both rewarding and satisfying on so many levels. I never tire of seeing a Big Idea carried out with just the right message.”

KingSings PR’s philosophy is to build relationships through messages that engage one’s target audience. Call 650-550-0090 or E-mail her at lynannking@kingsingspr.com to schedule your own complimentary strategy session. Online at www.kingsingspr.com