

## FOR IMMEDIATE RELEASE

### UNDERSTANDINGMARKETING.COM LAUNCHES #SMBIZ SMALL BUSINESS CHAT ON TWITTER

*Helps Small Businesses Network, Share Best Practices & Advice Each Week*

**FORT LAUDERDALE, FLA. (MARCH 19, 2009)** – [UnderstandingMarketing.com](http://UnderstandingMarketing.com), an online resource that offers “Do-It-Yourself” [marketing ideas](#) and PR information for small businesses, today announced a new chat and Q&A session for small business on Twitter. The chat is live each Tuesday on Twitter, 8-9 p.m. EDT, and accessible by searching #smbiz on Tweetgrid.com.

Hosted by <http://UnderstandingMarketing.com> co-creators, John and Chrisanne Sternal (@sternalpr @sternalmrktg on Twitter), #smbiz is designed to help small businesses network with each other, share best practices and discuss a variety of business topics that are important today. The chat focuses on a different topic each week and subject-matter experts also on Twitter are available to answer questions on everything from taxes and insurance, to trademarking and the benefits of using Twitter for small business.

“Twitter is changing the way we interact with one another, bringing with it the ability to immediately connect with people from around the world,” said Chrisanne Sternal. “Especially in today’s economy, small businesses need to stick together to share knowledge and network to build profitable companies that can survive this economy. Participating on #smbiz is like having a business advisor at your fingertips and a rich support network.”

Twitter is a popular micro-blogging service and allows people to answer the question, “what are you doing right now?” Millions have joined and it’s been compared to text messaging multiple people since each entry is limited to 140 characters. It also helps small businesses sharpen their value proposition, also known as an elevator pitch.

On Twitter, using a hashtag (#) and the term “smbiz” in each tweet enables people to participate in the session and view each other’s tweets on the topic. The chat is best viewed by searching for #smbiz on an online application like TweetGrid.com.

Chrisanne Sternal helps small businesses with marketing initiatives, including brand building, social media, Internet marketing and public relations. She recently launched a [PR Toolkit e-book](#), which serves as a PR agency-in-a-box resource and sells for \$29.99 through UnderstandingMarketing.com.

#### **About UnderstandingMarketing.com**

UnderstandingMarketing.com provides “Do-It-Yourself” information that enables small businesses to easily develop marketing and PR campaigns that generate more customers without having to pay for an expensive agency. For more information visit <http://UnderstandingMarketing.com>.

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