

**About the Author**

Caron Beesley is the founding partner of April Marketing, a writer, and marketing communications consultant. Caron works with the US SBA.gov team to promote essential US government resources that help entrepreneurs and small business owners to start-up, to grow and to succeed. She has been in the marketing business for 15 years, starting her career as an assistant with a London graphic studio. Caron progressed to hold senior marketing roles with several global and US-based corporations with a particular emphasis on information technology and Internet services marketing.

Read Caron's blog - April Marketing Musings at: <http://april-marketing.blogspot.com/> for insightful strategic and tactical business marketing tips.

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