


FOR IMMEDIATE RELEASE

Sonata Venture Solutions & The Launchbox®
Release Their First Book 'SMART Marketing for REAL People'
SMART Marketing for REAL People is a self-paced step-by-step guide
using The Launchbox workshops proven strategies; a resource for entrepreneurs
and small business owners

Baltimore, MD: October 15, 2013 – [Sonata Venture Solutions, LLC](#), a strategic, results-centric, marketing, branding, and public relations firm, announces the release of their first book; a companion guide to the current Launchbox workshop's workbook and online resources. 

As a result of conversations with small business owners and entrepreneurs who requested a self-help guide to enhance the existing workshops and online resource's, Sonata Venture Solutions & The Launchbox have created a self-paced guide that will serve small and mid-sized businesses. The book will be released on October 15, 2013 at this year's annual Women's Toolbox conference. The conference is a three day event providing access to resources for women business owners. An opportunity to share and learn in an intimate setting, the Women's Toolbox conference is sponsored this year by IBM and Endicott College and will be held at the Wylie Inn in Beverly Massachusetts.

"We are thrilled to release our book *SMART Marketing for REAL People* at this year's Women's Toolbox conference. A great setting, committed to business owners and their success, it gives us an opportunity to network and get immediate feedback. Being able to help small businesses navigate the complexities of marketing, branding, public relations and product launch drove us to develop of The Launchbox®. The goal of The Launchbox is to provide working exercises, in a collaborative environment; helping small business owners understand, execute and measure results. The book continues the same philosophy and provides an easy to understand, executable, self-paced program" shared Laura Meck, CEO & President, Sonata Venture Solutions, LLC. "The Women's Toolbox Conference is a great place to roll out the first in a series of self-paced books supporting entrepreneurs" Meck continued.

"Laura has developed a system of workshops to help promote entrepreneurship and encourage small business owners to step out of their own heads to grow their businesses. The Launchbox is a successful program and we are pleased to work with Sonata Venture to bring the Launchbox to our clients" shared Neil Davis, Vice President, Emerging Technology Center.

The book will be available in both electronic and print formats. Inquiries on where you can find the book in your area should be directed to info@sonataventure.com.

About The Women's Toolbox:

The premier destination on line for women in business to share practical advice, The Women's Toolbox provides access to information and resources for women business owners. The mission of the Women's Toolbox™ is to empower, educate, and entertain women. We seek to provide insight into issues that affect women, to inspire women to achieve, to educate women in both practical and intellectual subjects, to offer a forum for discussion, and to create a supportive and nurturing community. The Women's Toolbox™ presents timely articles, engaging stories, powerful testimonials, and wise words from members of our community. We offer a forum for discussion, and an opportunity for differing viewpoints. For more information on The Women's Toolbox visit [Facebook](#) and the website <http://womenstoolbox.com> #GETBOLD #IBMSOCIALBIZ.

About ETC [Emerging Technology Center]:

The ETC, a venture of the Baltimore Development Corporation, is a non-profit business incubator focused on growing early-stage technology and biotechnology companies. The ETC promotes economic development, providing business, technical, and networking connections to help these companies grow and prosper – adding to both the job and tax base of Baltimore City. To date, ETC client companies have received over \$1.4 billion in funding and created over 2,000 creative-class jobs. Since 1999 ETC has provided assistance to 281 companies 85% are still in business. It is estimated that ETC companies have created in excess of \$375.8 million in economic activity for the City of Baltimore. Learn more about ETC www.etcbaltimore.com.

About Sonata Venture Solutions:

With decades of marketing, branding and public relations experience the team at [Sonata Venture Solutions](#) exceed client expectations with custom content development, marketing strategy, communications & planning, branding and re-branding of products, services and companies. Sonata Venture Solutions is an out-sourced "Chief Marketing Officer", bringing experience and expertise to drive the revenue you need to succeed. [The Launchbox](#)® workshop and online resources were developed to provide hands on, collaborative learning experiences to small business owners and entrepreneurs. To learn more or inquire about a complimentary consultation, [contact](#) The Sonata Venture team today by telephone 443.293.7092, email info@sonataventure.com or visit www.SonataVenture.com. Experience the Sonata Venture difference. Join the Movement. Grow your Business.

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