

For Immediate Release

Contact: Rob Stevenson 480.335.5792

WORKBOOK 6

WorkBook6 Launches New Brand Identity, Website

Partnership-centric site designed to initiate and power strategic partnerships across multiple service areas, industry verticals

Tempe, AZ – December 07, 2017 – WorkBook6 today announced the launch of their new corporate website and brand identity at www.workbook6.com. As part of the company’s continued expansion, the brand identity and site is the product of a thorough analysis and client feedback program.

The new site brings WorkBook6’s core service areas into clear focus: Strategic Partnership Development, Marketing Program Management, Media Monetization and Affinity Organization & Membership Group Engagement. This new format allows the firm to better deliver content and thought leadership to key decision makers looking to grow their businesses through strategic partnerships.

“The new site is a reflection of our growth and maturation through the startup phase. This isn’t promotional – we want our website to be the front door to the business and to provide a clear view into our operation. The work our team has invested into building a valuable client resource at www.workbook6.com is commendable,” said JT Benton, Founder and CEO of WorkBook6. “By integrating live social content and a searchable blog, we’re able to bring our team’s thought leadership to the reader in an interactive and fun way.”

WorkBook6 is a strategic partnership hub, and is one of the fastest growing businesses touching the customer acquisition and customer retention ecosystems. The website’s content also previews WorkBook6’s technology platform, which includes a custom-built CRM technology called Perren.io and the firm’s patent-pending go-to-market program.

“Technology will be a major differentiator for WorkBook6 as we help pioneer the partnership development marketplace,” said Benton. “WorkBook6 has already assembled one of the industry’s top client-facing teams, and I’m very proud that our technology backbone is catching up to that level of excellence.”

About WorkBook6

We Power Partnerships. Uniquely positioned across four primary service areas, WorkBook6 combines strategic leadership with unparalleled experience across all facets of Strategic Partnership Development, Marketing Program Management, Media Monetization and Affinity Organization & Membership Group engagement. WorkBook6’s technology leverages the efforts of a diverse team to power dozens of partnerships throughout a wide range of industry categories, building sustainable revenue for our partners across the customer acquisition and customer retention ecosystems.

For more information, please visit www.workbook6.com

-30-