

FOR IMMEDIATE RELEASE



“South Florida Small Business Marketing Coach Committed to helping displaced workers looking to go solo, position themselves for success with low cost and even no-cost business startup and marketing strategies just as she did!”

--New Culture of displaced workers developing into solo-professionals still working hard---but for themselves--

Miami, (August 17, 2009) – Julissa Fernandez knows the “displaced workers” story all too well. She and her husband got laid off on the same day six months after having signed 3 year executive contracts. So much for job security! But former television executive now turned business marketing coach, Julissa Fernandez took this life challenge as an opportunity to take the plunge and go into business for herself doing what she loves--helping others.

As part of the new culture of laid off workers who have taken the economic downturn as a time to seize opportunity, Julissa is proof that anyone can go into business with very little start up costs. Most important factors she says are *passion* and *drive*.

“I remember putting in 14 to 16 hrs of work for someone else who was controlling my future. I thought, why not work that hard for myself and control my own future” says the now owner of Synergy Communications Inc. a business communications consulting company.

Julissa is committed to helping other solo-professionals and those looking to become one, take the right steps in positioning themselves for success.

While it can be done, starting a business can be overwhelming and those starting out can be paralyzed by fear and many times in an attempt to get started quickly find themselves overspending unnecessarily.

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“Starting the business is the easy part. The challenge for most start-ups comes in the area of marketing, branding and sales. When someone decides to go into business for themselves they usually have a great idea, concept or product which they are passionate about, but then they realize that they can have the best product and service but if they don’t position it, market it and sell it, they will go nowhere” says Julissa Fernandez.

Through her own experience of mistakes and successes Julissa has developed a marketing approach for solo-preneurs that works, and is fully committed to showing them through her [personalized laser coaching sessions](#) how to do it.

In these sessions, she personally coaches small business owners or solo-preneurs on how to position themselves and their business through the use of numerous free tools available for business owners today. Based on an initial business assessment she steers them on the right path in their marketing and branding efforts, product and service development, revenue generating ideas, and even motivation. The sessions are available to anyone in the U.S. as they can be held by phone and via internet access.

“The response to my coaching has been phenomenal because while I show solo-professionals how to position and market their businesses successfully I also provide a priceless feature. And that is personal mentoring and motivation which believe it or not is the number one need of entrepreneurs who want to succeed” says Julissa.

Julissa Fernandez is CEO of Synergy Communications, Inc, a business communications consulting company devoted to helping women starting in business fill in all the missing pieces in their business venture and encouraging them to take control of their lives for once and for all.

For more information about Julissa and her coaching program or to arrange an interview with Julissa Fernandez, contact:

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