



PRESS RELEASE

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Techniques Reveled for Lightening Speed Marketing

Get an extra punch into your marketing. Taking know how to the scientific level.

It moves at the speed of light and helps program the brain to accept or reject the spoken or written word...so begins

Marketing's Silent Language.

It is a testament to innovative logic and creativity in the development of an added segmentation process for precision target marketing. Learning to use color properly for businesses can be a challenge.

The Color Centric System: A logical step by step method for taking each individual marketing campaign along a more structured path in developing the correct colors for particular markets, market segments, products or environmental needs.

This book teaches you how to drive a sale right to the DNA of a client.

Moving into this new millennium we have entered "the visual age". Color is the first thing to be recognized by the eye visually. Getting to "yes" in business will come easier, when you know what color to use in each phase.

There are stories and examples though out the book to empower you to the next level in marketing.

Marketing is the heart and core of business. Imagine using a language that your clients use to make buying decisions. The easy to follow Color-Centric System concept will make you successful each time.

Robert G. Allen

Bestselling author of
Nothing Down, Creating Wealth
Multiple Streams of Income and more

Color has power! Marketing's Silent Language and the use of the Color Centric System will equip any marketer with the tools necessary to increase their effectiveness. This book is based on true-life examples of exhaustive psychological and sociological research. Read and reread this book.

Kurt W. Mortensen

Author: *Magnetic Persuasion*

Marlene said during an interview:

"I felt like 'miss-Hollywood' when I wrote, produced and directed an audio and a video training program for the beauty industry. The purple hair and wild music was not the usual training program for the usual computer company. This wild training video program was necessary as I had invented an award winning salon product called: Crystal Film. This was a time saving product and system. Made for the professional hair stylist, the product was reusable and recyclable. Replacing foil in the color processing of hair in the salon, in 1986, this product was ahead of its time. Crystal Film was acquired by another company and is selling today as a professional styling tool."

This without being a hair-stylist