

Empower Marketing announces Strategic Alliance with small business guru Michael Gerber

Pair launches events nationwide

IMMEDIATE RELEASE

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Denver, CO (April 2008)—Serial Entrepreneur Sheila Stewart, CEO of Empower Marketing and author of the bestselling *Power Injected Marketing Toolkit™*, formed a strategic alliance with the Worlds #1 small business guru Michael Gerber, international renowned author of the bestselling book [E-Myth Revisited](#).

Facts facing the small business owners of today:

- Over 500,000 new businesses are started every month in the United States
- 85% of all small businesses fail within the first 5 years and over 40% fail within the first year
- 82% of all small businesses have no paid employees

Stewart, who founded Empower Marketing in 2006 after seeing the need for affordable marketing for small business, has assisted thousands of business professionals over the years with creating marketing programs that are cost-effective and results-driven. Stewart started her first company with only \$5,000 in the bank and sold it off in 2005. Today she owns six successful companies.

Michael Gerber has studied small business for over 30-years and has helped over 65,000 of those worldwide. In conjunction with his newest book, [Awakening the Entrepreneur Within](#), Michael has teamed with Stewart to bring a much needed message to American entrepreneurs.

Stewart and Gerber are experts who know what the pattern is for success. The program has been well received by entrepreneurs, chambers and other small business organizations. The duo provides participants with the tools and strategies needed to eliminate barriers so that they can take their small business to the next level.

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About Sheila Stewart

With more than 18 years in the marketing industry, Sheila Stewart has been named the Top 40 Under 40 by the Denver Business Journal, Outstanding Women in Business from Denver Business Journal, Top 100 Women-Owned Companies in Colorado (5-years) and Top 5 Fastest Growing Women-Owned Companies in Colorado.

Founded by Stewart, Empower Marketing is designed to give small businesses a competitive edge in a big-business world. Empower offers the internationally distributed Power-Injected Marketing Toolkit system and consulting aimed specifically toward small business--the key driver of the U.S. economy making up over 70% of all jobs in America. Empower Marketing offers certified consultants and an involved support team to help small businesses through the marketing process. In the past, Stewart has worked with companies such as Warner Brothers, Hard Rock Cafe, Ernst & Young, Signator/John Hancock, Parke Davis, WebMD and Six Flags. For more information please contact Rachel Ceccarelli at 303-790-1119 or e-mail rceccarelli@empowermarketingusa.com.

About Michael Gerber

Michael Gerber, the bestselling author of The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About and founder and chairman of E-Myth Worldwide, has worked with more than 100,000 businesses through consulting, training and coaching.

Gerber has been leading a Small Business Revolution before anyone knew there was one. He called it The E-Myth Revolution, and over the past two decades, he has indelibly touched hundreds of thousands of small business owners throughout the world with his insightful, original E-Myth message.