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***Market This!: An Effective 90-Day Marketing Tool*, selected as  
Finalist in National Best Books 2009 Awards**

**Redwood City, CA - October 29, 2009** - Sherry Prescott-Willis' newly released book, *Market This!: An Effective [90-Day Marketing Tool](#)* has been selected as an award-winning finalist in the Business: Marketing & Advertising category of the National Best Books 2009 Awards, sponsored by USA Book News.

Created as an [interactive marketing guide](#), *Market This!: An Effective 90-Day Marketing Tool* includes 12 simple self-evaluation exercises to gather key information to be used in developing a straightforward plan. The exercises are designed to get readers to step beyond typical thought patterns and marketing models in order to see their business in a more objective light. Entrepreneurs and business owners have been particularly pleased with the launch of this book and have found the book easy-to-read and implement.

USABookNews.com is the premiere online magazine and review website for mainstream and independent publishing houses. Winners and finalists were announced in over 140 categories covering print and audio books. Awards were presented for titles published in 2009 and late 2008. The Best Books Awards are in their seventh year of awarding national authors from a variety of publishers. "Sherry's book, *Market This!: An Effective 90-Day Marketing Tool* is exactly the type of book that entrepreneurs and business owners need in this economy to help them jump-start their marketing efforts. We felt that Market This! should be recognized for its unique ability to help businesses of all sizes to make better marketing decisions that can ultimately impact revenues," comments Jeff Keen, president and CEO of [USABookNews.com](#)

"As Sherry's publisher, I was thrilled to hear about the success of her book and this nationally recognized award. I know that she will continue to help businesses take their marketing efforts to

the next level with the marketing platform she has developed in this book,” comments David Hancock, founder and publisher of Morgan James Publishing.

*Market This!: An Effective 90-Day Marketing Tool* was [originally released](#) in April of this year.

Based on the increased need for marketing help for many businesses, Ms. Prescott-Willis has been leading seminars and workshops in the San Francisco Bay Area with entrepreneur and professional organizations such as the Small Business Development Council, Outside the Cube, Women’s Initiative, Women in Consulting and several colleges and universities. Her seminars and workshops are designed for entrepreneurs and business owners who want to kick-start their marketing efforts and find new ways to market with reduced budgets due to the economy. These seminars have utilized the strategies and exercises from *Market This!* And, have enabled Ms. Prescott-Willis to work in-person with companies to help them develop their marketing plans. This fall, she will be leading a 90-day marketing course for entrepreneurs at Outside the Cube in Mountain View, CA. For more information go to:

<http://www.otcsf.com/events/bootcampmarketsv/>

As an award finalist, Sherry’s book title will be listed live on USABooks.com for six months.

<http://www.usabooknews.com/business/marketingadvertising.html>

For media and speaking inquiries, please contact Sherry Prescott-Willis Contact info: sherry@marketthisbook.com, phone 1-650-862-8635 or visit [www.marketthisbook.com](http://www.marketthisbook.com)

#### About Sherry Prescott-Willis

Sherry Prescott-Willis is passionate about helping people become better marketers. She is especially interested in helping early and mid-stage companies to develop effective marketing strategies and tactics that work. With an innovative approach, she has a keen eye for developing marketing programs that impact the customer and drive a company’s revenues. Sherry has over 18 years of marketing experience specializing in both consumer and high technology products. Sherry’s book, *Market This!: An Effective 90-Day Marketing Tool* was released in 2009 and is available at Amazon, Barnes & Noble, 800CEORead.com, and Printers Inc. Sherry has a BA in English from UC Berkeley and an MBA from the University of San Francisco, Masagung Graduate School of Business. For more information on her book go to:

<http://www.marketthisbook.com>.