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**A Melbourne entrepreneur has teamed up with business experts from all over the world to produce a unique book aimed at lifting the lid on online marketing**

Melbourne, 20<sup>th</sup> March, Business owner Wendy Chamberlain, a trainer, speaker, International best-selling author and online engagement strategist, is one of 18 business managers from all over the world that have collaborated on the book, *It's That Easy: Online Marketing 3.0*.

*It's That Easy: Online Marketing 3.0* is the first of its kind: a business book created through a global collaboration of authors. The book is the brainchild of Melbourne-based Ludwina Dautovic, an award winning broadcaster widely regarded as one of Australia's most influential business women.

Drawing together 18 online marketing specialists from all over the world, Ludwina has produced *It's That Easy: Online Marketing 3.0*, a valuable resource for business owners, leaders and entrepreneurs looking for practical and valuable advice on how to better engage with their market online. The book is published by UK-based Mithra Publishing.

In her chapter, Social Media Savvy: Connect and Engage In The Digital Age, Wendy discusses the one secret most businesspeople miss when they jump online. She also explains how to connect and engage online and how to avoid the social abyss - to friend or not to friend.

Other contributors to *It's That Easy: Online Marketing 3.0* include internationally acclaimed experts such as: Chris Adams -Producer of the Reality TV Show "Facebook Diaries," for Facebook.com, Chief Vision Officer for Participant Media (movies including: An Inconvenient Truth, Syriana, Charlie Wilson's War and Kite Runner) and Entertainment Business Development Executive for Amazon.com. The foreword is written by the business man often described as Australia's own Richard Branson: internationally awarded entrepreneur, author and marketer Pete Williams.

Mithra Publishing CEO Kizzi Nkwocha said: "Wendy's insight and wealth of experience has proven invaluable to this project.

*"It's That Easy: Online Marketing 3.0* is easily the most important book on online marketing produced in the past decade. It heralds a new era in marketing and will be the catalyst for change in business practice all over the world. We are incredibly excited by this book's potential."

With 18 chapters spread over 300 pages, the book provides insightful advice on how entrepreneurs can use social media to generate revenue, maintain customer relation and better connect with their market online. Topics covered by *It's That Easy: Online Marketing 3.0* include chapters on: How to connect with your market via storytelling, social media engagement and how to create your own media channels.

*It's That Easy: Online Marketing 3.0* is also supported by a private Facebook group which allows contributors to interact with readers and help answer their queries regarding marketing their businesses online.

Ludwina Dautovic said: "There's power in the collective intelligence of these authors. By inviting them to contribute to this book, we have opened up a plethora of content and wisdom that, if harnessed by the reader, could revolutionise the way they connect and engage with their market online."

*It's That Easy: Online Marketing 3.0*, which is being sold through Amazon, iBooks, [www.ItsThatEasy.com.au](http://www.ItsThatEasy.com.au) and the Mithra Publishing website, is the first in a series of books by Ludwina Dautovic and Mithra Publishing aimed at helping entrepreneurs and business owners from all over the world manage their businesses more effectively.

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