

UBIQUITY

INTERNET MARKETING SERVICES

marketing support for entrepreneurs
in the creative arts and in the fields of
wellness and spiritual growth

UBIQUITY is the art of being everywhere. This program of internet marketing services was developed by **Laura Cerwinske**, an entrepreneur, widely published writer, multimedia artist, and decades-long student of spiritual practice. She is the creator of **Radical Writing**, a global online course that teaches the power of uninhibited self expression. Laura launched her publishing career in 1981 with *Tropical Deco*, the first book on the now famous Miami Beach Art Deco District. To date, it has sold nearly 100,000 copies and remains in print. The *New York Times* described Laura as *ubiquitous* when, in 1990, she published three titles with three different publishers (Random House, Simon and Schuster, and Thames and Hudson) in one season. She has produced more than 20 books on art, design, and creative and spiritual process and frequently exhibits her art.

Laura created **Radical Writing: The 15-minute-a-day Online Course in Uninhibited Self-Expression** as a means of converging this experience. The course has been taken by people on three continents and is consistently expanding into workshop, lecture, and publication opportunities. Through **UBIQUITY** Laura offers the promotional internet expertise she gained in the process of building her enterprise.



Concept Development and Branding

- Articulate philosophy and intention
- Create image
- Write and/or edit editorial content
- Research and/or create potential visual content

Website Development and Optimization

- Create metatags and ADwords
- Create website sharing links
- Create landing pages

Internet Publicity/Marketing and Advertising

- Create and/or expand database
- Write press releases/submit/follow-up
- Write and/or place submissions and follow-up
- Create, place, and test ads
- Conduct marketing and advertising analyses
- Set up broadcast interviews
- Link to social networks: Facebook, LinkedIn, MySpace, YouTube, Twitter

Internet Marketing Administration

- Develop and maintain membership and mailing lists
- Recommend recording and transcription services
- Research and submit free directory listings
- Liaise with networks, lecture bureaus, and other interview sources

THE UBIQUITY TEAM

UBIQUITY INTERNET MARKETING SERVICES works in collaboration with **Blue Hair Lady Publishing**, Laura Cerwinske's company. Its publications weave together quantum thought and healing, metaphysics and art, memoir and mythology, serving writers, artists, healers, and teachers of transformation and spiritual practice.

www.lauracerwinske.com

www.bluehairlady.com

www.radicalwriting.com

Steve Donachie has been the Director of IT Services for major businesses as well as for his own company. His work has involved responsibility for websites, FTP, database management for company-wide accounting and production software, purchasing and maintenance of mixed environment consisting of Windows, Mac, Linux and Unix systems, specs and recommendations for production equipment. As a computer consultant his special interests have been directed toward digital printing, education and open-source software for SOHO applications.

Yesinia Appadoo has been the head of Marketing for an international development corporation for more than six years and, prior, was a regional marketing manager for a national corporation. She has broad experience in media research, placement, liaison, and contract negotiation, and event coordination as well as in advertising development and budgeting.