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**Press Release**  
For Immediate Release

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## **Fernando Labastida to speak at NW Austin Business Connection**

Austin, TX, September 2011 – Fernando Labastida of Leading Results, Inc. will be speaking to the NW Austin Business Connection on “Marketing with a Purpose.”

Prepared exclusively for the NWABC, Labastida will address, “How What You Stand For Could Be Your Killer Strategy.”

“Most small businesses, and large businesses too, focus almost all their marketing on tactics, such as social media, brand advertising, PR, to the detriment of their most powerful marketing strategy yet: their purpose,” Labastida explains. “However, the few that have discovered their true purpose in life, such as Austin running shoe company Natural Running Store to Wal-Mart, have really taken off – and serve the greater good at the same time.”

Learn how “Marketing with a Purpose” could give your marketing strategy that extra boost you need, and help you contribute to the community too on Wednesday, September 28, 2011 from 11:30am til 1:00pm at Mangia’s, 12001 Burnet Rd.

Fernando Labastida Fluent in both Spanish and English, Fernando has worked in high-tech sales and marketing for over 15 years, helping startups as well as established companies open new markets and define new strategies. As Marketing Evangelist with Leading Results, he is responsible for helping small businesses get the most out of their marketing dollars.

### About Leading Results:

Leading Results helps small businesses stop wasting money on marketing that doesn’t get results. As Duct Tape Marketing Coaches, they create predictable marketing processes and programs that small business can implement with limited staff for unlimited success. Leading Results has offices in Boston, Austin and Philadelphia and clients around the world. For more information on group coaching programs and small business marketing coaching, visit the website at [www.LeadingResults.com](http://www.LeadingResults.com).

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