



News Release

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INSPIRE PLANS THE FUTURE OF ITS BUSINESS

COACHING & WELLNESS COMPANY HAS CONVEY INK CREATE A BUSINESS PLAN

Willow Springs, NC – 1 April 2007 – Inspire, a new coaching and wellness company, has put Convey Ink on retainer to create their business plan. Inspire took the time to investigate a number of marketing companies before making their choice based upon the experience and high success rate of Convey Ink in projects like this. The dedication of Convey Ink to the principles of *Authenticity Marketing*[™] was also a major factor in the choice.

“Inspire is dedicated to a holistic approach to wellness in both business and personal life,” said Theresa Saliu, President of Inspire. “An major part of such wellness is the honesty and integrity that comes with it. We wanted to work with a company able to share these views, and Convey Ink was the best fit for us.”

The Inspire concept is to provide coaching and wellness services on both a business and personal level, ensuring all phases of life are in balance. Coaching services will walk business owners and managers through processes designed to improve their skills while encouraging them to take better care of themselves personally to be able to better enjoy the fruits of their labor. Wellness services designed to improve the quality of life for individuals will also stress the need for wellness in business management and administration. This idea of reaching the whole person will be marketed directly as well as through spas and other health facilities. The company is aiming for an eventual worldwide market.

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About Convey Ink, Inc.:

Convey Ink (CI) is a unique company, specializing in assisting other enterprises to realize their full potential through marketing, branding, business writing, public relations, and training. All work is based upon the premise of *Authenticity Marketing*[™] where truth is paramount, and *spin* a thing of the past. For more information, please visit our website (WWW.CONVEYINK.COM) or call us (1-919-264-9868) directly.