

NEWS RELEASE

Total Career Success – Tony Rubleski, Bestselling Author on “Capture the Mind and Capture Your Target Audience!”

October 5, 2009 Show Features Tony Rubleski, marketing consultant and bestselling author of “Mind Capture: How to Stand Out In the Age of Advertising Deficit Disorder”. Learn to use the top persuasion techniques to achieve your [career](#), business and promotional objectives.

“ [If you want to differentiate yourself in your career, your business or association, Tony has the techniques to set you apart.](#) ”

Houston, TX ([PRWEB](#)) October 1, 2009 – Tony Rubleski, media and marketing consultant and author of Mind Capture will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, October 5. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide [job search assistance](#) and [career development](#). Rubleski is president of Mind Capture Group, which focuses on referral, retention and repeat marketing strategies to entrepreneurs and sales teams for a wide range of industries. Understanding the principles of Mind Capture and taking a fresh look at one’s marketing and sales strategy will determine success or demise in today’s sped up, web based world. Learn:



- Why people buy.
- How to capture attention when attention spans are short.
- How to stand out in the sea of marketing chaos and win more business.
- How to differentiate in the crowded and highly fragmented media universe.

Better Job Better Pay Better Life

The average person is bombarded with 4000-5000 marketing messages EVERY single day. This statistic alone should serve as a wakeup call to both new and veteran marketers, entrepreneurs and sales professionals to get noticed. Discover why the powerful information in Mind Capture: How You Can Stand Out In the Age of Advertising Deficit Disorder has helped countless people improve their marketing, sales and take the mystery out of getting attention in a crowded and complex world.

Show co-host Sheryl Dawson shared, “Tony is a generation x leader in marketing strategies. Fun, direct, and engaging, Tony’s approach clearly stands out from the traditional boring business book often full of theory and little, if any, real world specific strategies you can use immediately.”

Rubleski said, “It’s amazing how much money is wasted every day on marketing and advertising messages that produce little, if any results and most importantly sales – it doesn’t have to be that way!”

Everyone from the minister, politician, and entrepreneur, to parents and teachers have to become bottom-line salespeople to get their message out. True to the strategies that the book reveals, Rubleski provides

techniques and case studies that are concise, easy to digest and designed to help improve the reader's marketing and sales efforts.

Dawson added, "If you want to differentiate yourself in your career, your business or association, Tony has the techniques to set you apart."

Co-host Ken Dawson observed, "Tony uncovers marketing strategies that capture attention, produce results, referrals, new sales and higher profits! Don't miss this informative interview."

The show will air live at 11 a.m. - noon Central on October 5, 2009. To listen, please visit [Voiceamerica.com](http://www.voiceamerica.com) and search for Total Career Success. The archived show will be available for replay or download at the Total Career Success website, or from iTunes:
<http://www.itunes.com/podcast?id=311541702>

About Tony Rubleski, Marketing Consultant

Tony Rubleski is president of Mind Capture Group, which focuses on referral, retention and repeat marketing strategies for a wide range of industries to entrepreneurs and sales teams. A highly sought after speaker and agent of change, his live seminars and keynote talks continue to receive rave reviews from meeting planners coast to coast. His core expertise focuses on the topic of 'Capturing' customers minds. He's been called "real-world", street smart, edgy, controversial, clever, funny, direct, but never boring. His work has been featured in various Radio, TV, web based and print media outlets.

Tony Rubleski is a 1994 graduate of Western Michigan University with a degree in marketing. In addition, he writes regularly for several national magazines on sales and marketing related topics and he's also a faculty member at the US Chamber of Commerce Institute program (IOM) where he teaches association and chamber executives on marketing and technology related topics. He's presented to hundreds of audiences including some of the biggest chambers of commerce in North America, and associations in the U.S. and at private boot camps. His first book, Mind Capture: How to Stand Out In the Age of Advertising Overload gained rave reviews. For more information visit mindcapturebook.com

About Total Career Success

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Talk Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of [Job Search: The Total System](#), 3rd edition. They have served corporations in [outplacement](#) and [career development](#) as well as [talent management optimization](#) for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career development issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations. For more information, visit totalcareersuccess.com and dawsonconsultinggroup.com

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