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# PRESS RELEASE

Marketing Strategy: Building a Business and Brand from the Inside Out  
*Course aimed at empowering entrepreneurs while stimulating economic growth*

**October 3, 2008 (Atlanta, GA)** — In an effort to increase the success rate of entrepreneurs and, in turn, stimulate economic growth even in the midst of market decline, business consulting firm, **EPiC Measures, LLC (EM)** will present a course from its BrandNu (brand new) Seminar Series™. *“Building a Business and Brand from the Inside Out”* will be held at Loyola Marymount University in Los Angeles, California on November 3, 2008. The class will be taught by EM’s lead brand manager, Isha Edwards.

Known for delivering practical, engaging, and insightful instruction, Edwards will use the seven facets of business: finance, accounting, management, marketing, law, information systems and economics plus one key activity, networking as a foundation for the class. Defined by EM as the FAMMLIE Network™, the seven facets of business outline the complete approach to starting or operating a company. “Entrepreneurship is the backbone of our economy,” says Edwards. “Of the world’s billionaires, the largest concentration or 469 reside in the United States. With the number of unemployed this year nearing a million, entrepreneurship is necessary, but so is increasing the success rate of entrepreneurs.”

Targeting the Los Angeles market was a natural progression for Edwards whose experience working with music and film professionals in Los Angeles uncovered a pool of non-traditional business owners. “I’ve met and now work with recording artists, actors, composers/writers, producers, directors, and even engineers who want to know how to integrate business principles with industry standards. My goal is to empower them as well as other entrepreneurs to excel personally and professionally,” Edwards advised.

Designed for individuals as well as organizations, during the course, attendees will learn why building a brand is an ongoing, wide-ranging process. Attendees will also emerge with a brand strategy that capitalizes on strengths and eliminates weaknesses.

**About the Company**

**EPiC MEASURES (EM)** is a forward thinking company, which offers a next (versus best) practices approach to starting or operating a business. With measurable outcome, EM seeks to meet the developmental needs of individuals and organizations through five core services: marketing strategy, brand management, business communications, intellectual capital-research and development, and personnel training.

For more information about EPiC Measures, call (404) 374-4482 or visit

[www.epicmeasures.com](http://www.epicmeasures.com). To enroll in the class, visit:

[www2.lmu.edu/extension/catalog.aspx?id=5310](http://www2.lmu.edu/extension/catalog.aspx?id=5310).

**About Isha Edwards**

In addition to holding a degree in business management, Isha Edwards has 13 years of experience in business education. She also has 16 years of business experience in corporate and nonprofit organizations.

Among a myriad of talents, Isha is an idea catalyst for companies and individuals in entertainment, retail and financial services, law, academia, and small business administration. A self-described brand agent, Isha has garnered notoriety in music and media in Atlanta, Los Angeles, and New York. As an established journalist and copyeditor, her published work appears in more than 20 business and entertainment periodicals in the U.S. and abroad.

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