

Bio for Deborah Chaddock Brown

Before opening her company, AllWrite Ink, a professional writing firm, Deborah was the Director of Communications for Cole Vision Corporation, a billion dollar optical retailer and prior to that, she was the Pearle Vision Director of New Stores, assisting with all aspects of business from merchandising to employee relations to marketing.

Deborah opened AllWrite Ink in 2005 and helps businesses build credibility, community and customer relationships with social media and by writing WORDS PEOPLE READ® for websites, newsletters, and employee communications. Deborah is an accomplished speaker and the author of two books: *It's a Party: Planning a Successful Retail Sales Event* and *Back to Basics: 30 tips to market your small business and establish your expert status in the industry.*

Deborah is the editor of Make or Break Moments, a customer relationship blog and Ohio Web Writer a blog dedicated to sharing tips and trends in online communication.

Deborah's photo can be downloaded from this link:

<http://allwriteink.com/wp-content/uploads/2011/02/DCB.jpg>

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