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About

3L Publishing offers a unique business model for authors, individuals and businesses interested in publishing a fiction or non-fiction book or custom manual, guide or white paper. Our staff of award-winning authors, writers and editors provide unsurpassed expertise to deliver an end-to-end publication. We specialize in business, technical and engineering, education, memoir, self-help, motivational, and inspirational books guaranteed to sell.

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About Michelle Gamble-Risley

Co-Owner, Principal

Michelle Gamble-Risley is an award-winning author with over 20 years in the publishing and marketing business. Her first book *Second Bloom: 10 Steps to Reinvent, Rejuvenate and Realize a New Life* was published in January 2009 and immediately won two awards from the Indie Book Awards, which is the equivalent to the Oscars for movies.

She has enjoyed a prosperous career working for a variety of industries as an editor, writer, publisher and marketing expert. Michelle Gamble-Risley founded MGR Consulting in 2006. She is a seasoned veteran of the communication business, with over 20 years experience in public relations, marketing and custom publishing. She began her career in 1988 working respectively for the California departments of Justice and Water Resources. In 1991, she joined California Computer News and eventually took over the role as publisher, working on strategic communication programs to increase the publication's market presence and overall success. She then joined two new start-up companies called The Center for Digital Government and The Center for Digital Education where she served as executive editor and director of custom publications and developed an array of marketing and communication programs and services. After a brief position as director of strategic communications at a marketing agency, she left to form her own agency. She recently merged MGR Consulting with M Communications.

Michelle has appeared on CCN, ABC National News, radio shows and in numerous print publications. Her articles has been published both regionally and nationally in *Converge*, *T.H.E. Journal*, *Engineering News Record*, *Telecommunications Week*, *Government Technology*, *Comstock's*, *Sacramento Magazine*, *Access*, and dozens of others. She is an accomplished speaker and presenter and has done presentations at numerous conferences across the country. She is also a screenwriter and her movie *Virtual Seduction* aired on Showtime.



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About Michele Smith

Co-Owner, Principal

Michele Smith, an award-winning marketing professional, has years of experience in diverse markets. She consistently delivers high-quality strategic marketing programs, creative media campaigns and well-organized events program management. Through her strong planning and organizational skills, she seamlessly and successfully coordinates and manages multiple projects for a variety of clients from an assortment of industries.

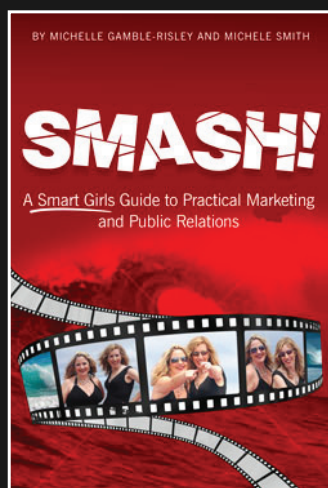
Michele began her career as a director of marketing for TFNT Network based in Sacramento, Calif. She then became marketing manager for Sacramento-based KB Home where she managed multiple projects and collaborated with sub-consultants on several high-profile projects. As marketing director she planned entire trade show activities from start to finish. She left and joined Shea Homes in Roseville, Calif., to assume the role of marketing manager where she created and executed yearly marketing plans and media campaigns. She recently joined Mogavero Notestine Associates, architecture, planning and development firm, where she worked as director of marketing on a number of residential, retail, mixed-use and institutional projects. She also performed business development activities to attract a number of new clients.

In 2008, Michele decided to apply her vast experience in the corporate world to build her own business M Communications. She wanted to focus on creating a business based on her core values of quality over quantity, high integrity and results to achieve high customer satisfaction. Michele applies her broad skills to each client as a marketer, PR specialist, presenter, facilitator, event manager and more.

Michele has recently co-authored her first book, SMASH: A Smart Girls Guide to Marketing and Public Relations with 3L Publishing business partner, Michelle Gamble-Risley. With every broadcast and print producer and editor contact nationally; Michele has received calls from Oprah, Bonnie, and the Today show; and will be effectively promoting 3L Publishing clients.



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Books

3L Publishing produces a variety of titles each year. Following describes some of the books available for sale through 3L Publishing:

Smash: A Smart Girls Guide to Practical Marketing and Public Relations

By Michelle Gamble-Risley and Michele Smith

Price: \$14.95

Smash: A Smart Girls Guide to Practical Marketing and Public Relations is the new humorous and inspirational book co-authored by Michelle Gamble-Risley and Michele Smith. *Smash* isn't just another marketing book to give you a 101 ways to reinvent the first 20 ways that work just fine. Who needs a 101 ways to do anything? *Smash* doesn't attempt to be the Harvard guide to give you high-brow gibberish that we "promise" will turn you into the next Google. *Smash* provides the average entrepreneur down-to-earth "takeaways" for executives interested in laughing and feeling inspired to think about marketing in a refreshing light.

Smash offers a practical, straightforward and easy-to-use guide loaded with tips, tricks, hints and most importantly a wicked analysis of common mistakes and missteps. You will never look at your marketing the same way once we've shared off-the-wall insights such as, "Did you know Forrest Gump was the best marketing expert EVER?" What? Yes, and we will walk you through spirited reasons why you don't have to be the class genius to not only successfully market your business but earn a great living and enjoy a higher quality of life.

So, ladies (and any of you gentlemen brave enough to be caught dead reading this book), we invite you into our fun house loaded with incredible, practical and useful marketing information and insight you may never forget. We're going to slap a few of you around, make fun of the inane if not obvious mistakes commonly blundered, and make Miracle Whip out of your stalled business. We will tell you stories (all true) about "Goopy" behavior that kills business and the brilliant examples of women who innately do it right. Both 1L and I will never sell you snake oil or insincere prattle about marketing get-rich schemes or lame ideas we both know don't work. We will make sure you read this book and walk away armed with an arsenal of Trojan horses sure to fool and beat the competition.



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