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FOR IMMEDIATE RELEASE

**Aurora Entrepreneur Shares Insider Secrets About
Running a Successful Business in Her Debut Book**

June 28, 2010 (Aurora, IL) – For years, Jacqueline Camacho-Ruiz, owner of JJR Marketing Consultants LLC, has strategized with her clients about the best ways to convey their messages to reach a particular audience. It was through a radio interview about entrepreneurship when she realized she had her own message – insider secrets to running a successful business – to share with both newcomers and seasoned business professionals. Through that conversation, Camacho-Ruiz became inspired to write her first book, “The Little Book of Business Secrets That Work!”

“My intention was to never write a book,” Camacho-Ruiz says. “But after hundreds of conversations with clients and industry leaders, I realized that others may benefit from the lessons I have learned through the journey of starting my own business.”

Born in Mexico City, Camacho-Ruiz moved to the United States at age 14. After attending college, Camacho-Ruiz founded her award-winning marketing agency in Aurora. Through the use of her own personal experiences, Camacho-Ruiz shares the lessons of success she gained from working with almost 300 clients in “The Little Book of Business Secrets That Work!”

Wanting to share that knowledge and experience with others, Camacho-Ruiz penned this “how-to” pocket workbook to inspire business professionals in the areas of sales, marketing and customer retention. The book also includes a section for start ups and a section offering motivation and inspiration for all.

Following each tip is an exercise related to the tip. For example, after discussing how she learned about the importance of remembering her passion during stressful times, Camacho-Ruiz asks readers to think about what part of their profession they enjoy the most. Another tip stresses the importance of volunteerism followed by an exercise in which readers think of two organizations where they can contribute.

“The book is not designed to be a cover-to-cover read but rather a companion piece in one’s journey for professional growth and enlightenment,” Camacho-Ruiz says. “You have the opportunity to capture the tip and think of how you can apply it your business by writing it on the page.”

The self-published book will be available on the Web sites of major booksellers in early May. For more information about “The Little Book of Business Secrets That Work!” visit www.bizsecretsthatwork.com.

About the Author Jacqueline Camacho-Ruiz

An entrepreneur with proven abilities in marketing, sales and business communications, Jacqueline Camacho-Ruiz brings a rare ability to transfer her own experiences as a young Hispanic woman to business plans and materials that allow her to reach both 20-something and multicultural audiences. She was recognized by the Chicago Association of Direct Marketing as an Emerging Leader, an award given to the next wave of industry

professionals who have proven to be guiding marketing in a promising and productive direction through innovation and creativity. She also received the Entrepreneurial Excellence Award from the *Business Ledger* and was named a finalist in the Latina Entrepreneur of the Year by the Chicago Latino Network.

She serves as a regular guest host at “Living the Dream” radio where she shares ways to market to multicultural segments across the United States and writes a weekly column about motivation for *Ultimas Noticias*, a Hispanic (Spanish) newspaper in the Chicago area. In addition, she has contributed articles for the *Daily Herald*, Chicago Association of Direct Marketing and other publications, and given presentations to several organizations, including Northwestern University, eWomen Network, Aurora Chamber of Commerce and the National Latino Education Institute.

Camacho-Ruiz is co-chair of the Marketing Committee for the City of Aurora Hispanic Heritage Advisory Board; a member of the Greater Aurora Chamber of Commerce; and marketing partner and member of the Aurora Hispanic Chamber of Commerce. She resides in Aurora with her husband and business partner, Juan Pablo, and their two children.

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