

THE SUCCESS TRAINING NETWORK Launches "Profit-Rich Marketing" With Host Ford Saeks

Addison, TX (Aug. 10, 2007)—The Success Training Network (TSTN), dedicated to offering viewers programs that focus on personal development and life-changing information, this month launches its newest series entitled *Profit-Rich Marketing*. Hosted by Internet and direct-marketing specialist Ford Saeks, this new program gives TSTN's audiences greater exposure to effective and proven marketing strategies.

Saeks' extensive background in the business world provides his clients with a unique advantage. As President and CEO of Kansas-based Prime Concepts Group, Inc., he is best known for his ability to position people and their products and services for maximum profit through proven marketing and innovative publicity campaigns. He's a well-known regular columnist for several business publications, and he's reached millions of listeners by appearing on numerous radio and television programs dealing with marketing-related topics.



Saeks travels the world as a highly sought-after professional speaker, sharing with his audiences proven ways to increase marketing results and sales performance, Internet marketing/e-commerce, and maximize corporate and personal potential. His audiences range from start-up ventures, entrepreneurs, corporations, associations, and convention groups interested in gaining a competitive edge, and increasing profits. All of which makes him uniquely qualified to host TSTN's new marketing series.

"I'm honored, excited and eager to have this show premiering on TSTN," Saeks said in a recent interview. "This show explores how to add value and make a profit. It's about the things you can do right now to find, attract, and keep your customers. If it has anything to do with marketing, you'll find it on *Profit-Rich Marketing*."

Saeks added that he is equally thrilled to be a part of the Emmy-award and Telly-award winning TSTN family, noting that the network's list of faculty reads like a "who's who" of experts, including Stephen Covey, Tom Peters, Bob Proctor, Jim Rohn and Zig Ziglar, to name just a few. The personal growth and life-change market is currently estimated to be worth approximately \$10.6 billion.

"Ford brings so much knowledge and personal experience to this show that it's hard to imagine anyone else as the host," said Toni Donaldson, TSTN executive producer. "His engaging style and wit really keep the show lively and the information accessible."

TSTN is currently available worldwide via the TSTN website and Splash Media's proprietary media player, SplashStream 6.0. For specific programs and schedules, visit TSTN.com.

ABOUT TSTN

Launched in 2006, TSTN is the premiere online source for self improvement and personal development through video-based coaching. TSTN's coaches and industry experts are some of the world's most-respected authors, speakers, and thinkers. Last year, TSTN produced more than 350 hours of original personal development content from its state-of-the-art studios located in Dallas, Texas.

TSTN programming consists of a linear 24/7 broadcast as well as select content that is available on-demand. Live programs are also part of the programming mix, with live coaching and advice shows featuring audience calls and e-mail interaction. TSTN is the leading producer and distributor of broadcast-quality programming for self-improvement, with programs on success, motivation, career advice, sales training, relationships, and health.

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About Prime Concepts Group

Prime Concepts Group is a direct and Internet marketing and communications firm specializing in helping businesses attract customers and increase profits without wasting time or money on ineffective marketing. Subscribe to Ford's free "*Money-Making Marketing Tips*" ezine at www.PrimeConcepts.com/ezine.html

Media Contact

John Jeffries
316-942-1111

Prime Concepts Group
1807 S. Eisenhower St.
Wichita, KS 67209