



## **Ugly Dog Media, Inc. Introduces New Site with Big Potential for Small Business Leaders**

*Ugly Dog Media, Inc., an international marketing, copy writing and PR firm, announces the premiere of [www.smallbusinessdog.com](http://www.smallbusinessdog.com) – a site that speaks directly to the needs and interests of small business management. Reaching out from South Bend, IN, the company is more than familiar with the struggles and unique opportunities facing small businesses today. [Smallbusinessdog.com](http://smallbusinessdog.com) is a virtual meeting place for members of the small business community to find information, share ideas and help each other solve problems.*

South Bend, Ind. ([PRWEB](http://PRWEB)) October 02, 2011 -- Ugly Dog Media, Inc. might be small but they're not afraid to play with the big dogs. Working with industry leaders around the world on marketing strategies that bring results, Ugly Dog Media has learned a great deal about what makes it or breaks it for big and small companies alike and is sharing their experience with the rest of the small business community via [smallbusinessdog.com](http://smallbusinessdog.com).

Small Business Dog's introductions states: "After decades of business experience, getting an insider's look at Silicon Valley during the 'dotcom boom,' and helping hundreds of companies create launch strategies, our staff has accumulated the know-how you need to help you get started. We know what works . . . what doesn't work . . . and most importantly, what shouldn't work but still does." These words come from the company president, Dan Blacharski, who speaks from the perspective of a 20-year veteran to the marketing industry and a small business owner. Blacharski opened Ugly Dog Media, Inc. in January 2011.

"Given the current, dismal state of the economy, there were more than a few people who couldn't wrap their brains around why I would choose this particular time to start a business, and I couldn't disagree more," Blacharski says. "The secret is to start from scratch and to turn over every stone in search of a national resource. We are, as a country, in no danger of using up our good ol' American brain power any time soon."

When Blacharski started Ugly Dog Media, Inc., he did so without the benefit of any venture capital whatsoever, or even a small business loan. Starting out of his home, with the help of his wife, Charoenkwan, and one other writer, the group hustled to bring in new clients and added staff as needed. Now, the company has a team of 16 writers and has moved the offices into a historic building on Main St., establishing the fledgling company as a South Bend success story that only continues to get better.

"Smallbusinessdog.com developed out of our own experiences," Blacharski says. "We realize that the struggles we're facing in a rustbelt town that industry forgot are not unique to our company or our city. We believe in the strength and power that comes from a solid community. Smallbusinessdog.com is our way of reaching out to the global small business world."

The site contains articles that speak directly to small business concerns, such as business strategies that work for any budget, the pros and cons of cloud computing, the power of web marketing and how to get the most from social media marketing. A blog is in process, and the site will soon deliver profiles and features of other small businesses that want to share their experiences. Overall, the site is extremely useful and informative.

"Once word gets around, we hope that [smallbusinessdog.com](http://smallbusinessdog.com) will be buzzing with hot tips, profound lessons and humorous anecdotes from our peers throughout the small business world," Blacharski says. "We see the



benefit in sharing our own experiences. Also, we want to reach as many other small businesses as we can and hear from them. Smallbusinessdog.com will be around for a long time, sharing ideas and perspectives that will educate and inspire all of us in the small business community.”

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**Contact Information**

**Dan Blacharski**

Ugly Dog Media, Inc.

<http://www.uglydogmedia.com>

574-344-2056

**Online Web 2.0 Version**

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