

CRE marketing influencer Melissa Swader debuts new book, **One Yellow Brick**



Phoenix, Arizona – Last year the marketing and media influencer announced she had a new book coming out that focuses on business and marketing and it is finally here. **One Yellow Brick** is a book that will motivate and

inspire small business owners and real estate professionals to elevate their business to a new level. The book includes the “wizardly tips” that make you think outside the box in today’s culture. More importantly, you will obtain the successful marketing strategies and valuable lessons that paved the way into her own success.

Melissa Swader is an American entrepreneur, award-winning national marketing influencer and media personality. She is the Editor in Chief of her own online publication called Elevate Magazine that highlights small business owners, real estate professionals, featured articles and more. Swader is the President of Ruby Red Media, LLC, a full-service marketing & media company, a nationally recognized press writer, blogger and YouTube Podcast show host on **Real Talk, Real Business, Real People**. She has spent over 20 years helping people and small businesses build their business and brand through proven marketing and media strategies. Melissa has dedicated her life to elevating others in business by building the confidence and support that everyone deserves.

“Every challenge I had to overcome as an entrepreneur has led me to this very moment of my career,” said Swader. “I have truly worked so hard to position myself for such a rewarding

milestone in my life. My book encompasses everything it takes to overcome your fears, pushing the boundaries outside the comfort zone and most of all shares the secret recipe to building an empire everyone dreams of."

Earlier this year, Swader was named one of the '2020 Influencers in Marketing' with GlobeSt/Real Estate Forum magazine in New York and recently named to the top 2020 #CREi Influencer list on Twitter where she talks CRE every single day on all social media platforms. She also serves as the Director of Marketing, PR & Administration at SVN Desert Commercial Advisors in Phoenix. SVN is one of the TOP 10 brokerages within the SVN International Corp. network and one of the top brokerages in the State of Arizona. SVN is also well-known for their incredible franchise marketing platform that provides the best customer and listing services to their clients.

"As the Director, I do put in a lot of work behind the scenes producing social media marketing content, video marketing, industry blogs and press statements on our successful sale or lease transactions. There are so many puzzle pieces that marketing covers, and my book unravels some of the mysteries behind quick success that can help others too," said Swader.

One Yellow Brick will be available for pre-sales mid-September on Amazon.com so mark your calendar because this book will be a hot commodity as it unveils the secrets to building your empire, one yellow brick at a time.