



**Press Release**

**12 February 2008**

**For Immediate Release**

## **Achievers Group Spins off Consulting Arm**

Australia's leading Business Development Company, **Achievers Group**, has started 2008 with a major development, by spinning off its consulting arm into the just launched '**Profit Marketing**'.

Having maintained a dual focus on business education and consulting in previous years, the decision was made to launch Profit Marketing, to allow directors Tony Gattari and Shaun Mooney to focus on their respective passions.

Shaun Mooney the co author of **Marketing Success book** will head up Profit Marketing, with a mission to provide continuous results to SME businesses in Sydney. Tony Gattari Managing Director of Achievers Group will focus on educating business owners through keynote speaking, training and workshops, and educational products such as books, DVDs and CDs.

"Profit Marketing focuses on improving one thing – the bottom line," said Shaun Mooney, who is descriptively named 'Chief Profit Maker'.

"We're a little different to other consultants and business advisers. We actually back ourselves to get a result! Our pledge to our clients is simple - Marketing Strategies that increase your profits or your money back," he surmised.

The decision to create Profit Marketing was made to allow Shaun and Tony to have an impact on a larger number of businesses.

"By creating Profit Marketing my time will be freed up to help more businesses at a one-on-one level, while Achievers Group will continue to educate on a larger scale through their many great training resources," he concluded.

**For More Information, please contact:**

Shaun Mooney – Chief Profit Maker  
Profit Marketing

**Ph:** (02) 9632 9678 or 0425 238 710 **Email:** [shaun@profitmarketing.com.au](mailto:shaun@profitmarketing.com.au)

# About Profit Marketing

Profit Marketing is a marketing consultancy company that serves SME businesses in the Sydney region.

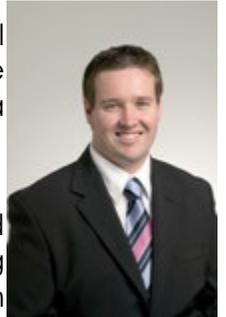
Profit Marketing has a simple pledge to clients - ***“Marketing Strategies that Increase Your Profits or Your Money Back”***.

Here is what **The Australian Financial Review** had to say about Profit Marketing's Experts:

***“They show how to diagnose, implement consistent marketing strategies and measure the results using low cost marketing strategies”***

# About Shaun Mooney

At the age of 20 Shaun Mooney was given the empty shell of a small retail store, as the previous owner left due to a near bankruptcy. Shaun built the store up to be profitable within 8 months by tripling sales, while juggling a full time university degree.



Shaun moved on into big-box retailing, working with Barbeques Galore and Rebel Sport. One day a friend who had been working for a struggling publicly listed retailer, with no systems and unprofitable stores, asked Shaun if he would like the opportunity to put his skills to the test.

Shaun took up the challenge and managed over 200 employees and was responsible for \$30 million in sales. He reduced wages by \$80,000 a month, through operational efficiencies and restructuring. He was 25 at the time.

At the age of 27 he became a Director for Achievers Group, working alongside Tony Gattari, former Harvey Norman GM, Computers and Communications, and Peter Irvine, Co-Founder of Gloria Jeans Coffees. In a short time the team authored two books, over 24 CD/DVD training programs, and audio-visual training programs for large corporations.

Shaun consults in the areas marketing, sales, and customer loyalty. His clients have ranged from international retailers, a world famous photographer, large manufacturers, and leading suppliers.

Shaun also commentates and writes articles for various business and trade publications, such as Inside Retailing, CEOonline, and Bicycling Australia. His articles are read by over 200,000 people a month. Shaun is the co-author of ***The Pillars of Business Success*** and ***Marketing Success***. He has also authored the report ***Secrets to Fast Profits***.