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FOR IMMEDIATE RELEASE

**bplanGURU Named to Bestselling Author Seth Godin's  
2004 Bull Market Directory**

*- Guidebook of 500 Innovative Companies and Freelancers  
Makes May 1<sup>st</sup> Debut -*

Westerville, OH, May 4, 2004 – Seth Godin, entrepreneur and author of the bestselling book *Purple Cow*, today announced the inclusion of bplanGURU([www.bplanguru.com](http://www.bplanguru.com)) in his *2004 Bull Market Directory*, a resource for connecting organizations with some of the world's most creative thinkers. In early 2004, Godin issued a call for entries seeking the world's most innovative copywriters, brainstormers, advertising agencies, prototypers, designers, artists and more. Debuting on May 1<sup>st</sup>, the *2004 Bull Market Directory* features bplanGURU and is expected to reach more than one million people (Godin's *Unleashing the Ideavirus* was the most downloaded e-book in history).

"bplanGURU has demonstrated that it is a *Purple Cow* catalyst, helping clients shake things up and think innovatively," commented Godin. "bplanGURU has challenged its clients to become spectacular and invigorating. Smart companies realize that they can create Purple Cows faster with a bull."

In *Purple Cow*, Godin argued that the only effective marketing strategy is to build innovation into a product or service from inception, ultimately creating a *Purple Cow* to stand out among a marketplace of traditional brown cows. The *2004 Bull Market Directory* is the next step for Godin in questioning traditionally accepted corporate strategies and inspiring business success by uniquely communicating his vision and expertise.

"To be included in the *2004 Bull Market Directory* and receive recognition from a respected thought leader such as Seth Godin validates my commitment to providing extraordinary services on a daily basis, pushing my clients to be remarkable," commented Dave Orsborn, owner of bplanGURU.

Godin's *Purple Cow* was a *BusinessWeek* bestseller for five months. It also appeared on the *New York Times* and *Wall Street Journal* bestseller lists. The launch of the *2004 Bull Market Directory* coincides with the release of Godin's new book, *Free Prize Inside*, due on shelves May 10, 2004. In *Free Prize Inside*, Godin expands upon the *Purple Cow* concept, divulging the secrets of companies that have succeeded by creating a product or service that is fundamentally remarkable.

*-continued-*

For more information on Seth Godin or to receive a copy of the *2004 Bull Market Directory*, co-sponsored by *Fast Company* magazine, please log onto [www.sethgodin.com/bullmarket](http://www.sethgodin.com/bullmarket) or contact Samantha Oehl at 410-367-2700 x14 or [samantha.oehl@warschawski.com](mailto:samantha.oehl@warschawski.com).

About bplanGURU ([www.bplanguru.com](http://www.bplanguru.com))

BplanGURU is a Westerville, OH based business that assists new ventures and first-time entrepreneurs in creating remarkable business and marketing strategies. The owner, Dave Orsborn, also serves as the coordinator for *Fast Company* magazine's Research and Planning special interest group and is a featured business planning coach for Palo Alto Software's *Business Plan Pro* software.

About Seth Godin ([www.sethgodin.com](http://www.sethgodin.com))

Seth Godin is a bestselling author and entrepreneur, changing the way in which people think about marketing and modern day business in his international bestsellers, *Purple Cow*, *Permission Marketing*, *Unleashing the Ideavirus*, *The Big Red Fez* and *Survival is Not Enough*. Godin is a renowned lecturer and was named one of 21 "Speakers for the Next Century" by *Successful Meetings Magazine* in 2003. He was the founder and CEO of Yoyodyne, the leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin holds an MBA from Stanford and was named the "Ultimate Entrepreneur for the Information Age" by *BusinessWeek*.

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