

FOR IMMEDIATE RELEASE
ATTENTION BUSINESS EDITORS

Malane Newman Design Creates Online Selling Opportunity for Unique Products

San Diego, CA – Who would've thought scaffolding, would sell on the internet? Malane Newman, former Lead Designer and Creative Director for Andersen Consulting, took on this challenge with her client, a semi-retired man knowledgeable about scaffolding, yet unfamiliar with the internet. Malane Newman designed and developed his eCommerce website which now grosses \$20,000.00 per month.

"I enjoy leveling the playing field by designing and implementing websites that give my clients credibility equal to the Fortune 500 companies," says Malane Newman, owner of Malane Newman Design. *"I asked my client to take pictures of the manufacturer's yard, inventory, and employees, and then used the photos in designing his website pages and interface. By making him look like a major player, he instantly has a competitive advantage over other online competitors."*

With over 1 million sites coming online each day, a business needs more than a template-based internet store or website to be competitive. It needs to immediately project stature, credibility, and stability. All of this can be achieved by designing to your target audience, using subliminal and direct influences in the interface, copy and graphics, and having the right supporting peripheral content. If Malane Newman Design can help create these results with selling scaffolding online, imagine what she can do with other products and services.

About Malane Newman Design

Malane Newman started Malane Newman Design (www.MalaneNewman.com) in January 2000. She works virtually with clients throughout the U.S. from a home-based office. She offers services in website design & implementation, graphic design/print marketing, digital or traditional cartoon art and illustration. With her unique combination

of services, she can handle many consulting needs for the challenges of a growing business.

About Malane Newman

Malane Newman was Lead Designer and Creative Director for Andersen Consulting (now Accenture Corporation) for many years, designing for their numerous Fortune 500 clients like Texas Instruments, SkyChefs, and Shell Corporation to name a few. Malane Newman started her career as a traditional graphic designer and moved to computer design shortly before joining Accenture Corporation. She has a teaching credential and teaches in the evenings at art schools and high schools within the San Diego area.

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