

## Jeannette Cezanne to Present BlueLens™ Franchise Group Free Webinar

*eWayDirect, Inc., is the first player in the emessaging and search space to offer franchises of its successful business model. An introductory webinar on August 1 will offer information and answer frequently asked questions about the opportunity.*

Southport, CT (PRWEB) July 24, 2007 -- Jeannette Cezanne will be presenting a free webinar to introduce the BlueLens Franchise Group on August 1st, and anyone interested in learning about this new franchise opportunity is welcome to attend.

Cezanne most recently spoke at the Search Engine Strategies meeting in New York City; she is well versed in many aspects of Internet marketing and offers seminars and webinars on a regular basis on a number of different topics. "This will give people a good chance to see if this opportunity is something that might work for them," says Cezanne. "If you ever wondered about owning your own company, this webinar is a great place to start!"

The BlueLens Franchise Group is planning to offer franchises later this year to people interested in owning a successful emessaging and search company. The franchise offer is scheduled to begin on September 1, 2007, with franchisees receiving training and support from the BlueLens parent company, eWayDirect, Inc.

Interested persons may sign up for the webinar at the BlueLens Franchise Group site, [www.bluelensfranchisegroup.com](http://www.bluelensfranchisegroup.com).

eWayDirect, Inc., is a market leader in both emessaging and search marketing services. Started in 2000, eWay Direct works with top online marketers targeting results. The company's clients' successes have translated into a repeatable business model, and the BlueLens Franchise Group will provide an opportunity for individual business leaders to capitalize on the eWayDirect business model to attain success of their own.

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### Contact Information

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