

Sean Meehan Guest Speaker at Upcoming 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 26, 2007 -- Sean Meehan, president of the BlueLens Franchise Group, is the featured guest at the upcoming free webinar on August 1, 2007. He will join presenter Jeannette Cezanne in outlining the opportunity for interested persons to own a successful emessaging and search franchise.

Meehan brings an impressive background to the task. He was previously vice-president of business development at eWayDirect, Inc., BlueLens's parent company, where he was in charge of new business activities and worked with some of eWay's top clients on their email initiatives and strategy. Prior to joining eWay Direct, Meehan held management positions at email technology companies Cheetahmail (part of Experian) and Bigfoot Interactive (now part of Epsilon). In addition he was general manager of email development at the direct marketing powerhouse agency Grey Direct (now G2 Direct & Digital).

"This is a fantastic opportunity for the right person," says Meehan. "If someone is interested in following a successful business model, we'll offer the support and guidance necessary to make it happen. The online marketplace continues to grow at an astounding rate. BlueLens allows a person to not only own their own business, but do so in a market that is forecast for billion-dollar growth in the coming years."

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 extensive training and support from the BlueLens parent company, eWayDirect, Inc.

Interested persons may sign up for the free webinar at the BlueLens Franchise Group site, 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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