



Send Bills, Get Paid, Sell More!

**For Immediate Release**

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### **George McKee to Present Session at Pet Sitter World Conference**

**Wexford, Pa.**, September 17, 2017 – Profit Engine, LLC, the company behind the award-winning mobile app MACH1, today announced that George McKee, III, President and Chief Executive Officer will present a session during the Pet Sitter World Educational Conference & Expo being held in New Orleans, LA.

Titled “It’s the Little Things That Can Help You Generate a Lot More Revenue,” the session will provide attendees with insights and practical tips for generating more revenue without having to invest a lot of time or money.

According to McKee, generating more revenue is the common dilemma faced by all small business owners. “Small business owners, especially solopreneurs, will tell you,” stated McKee, “they want to grow their revenue, but they’re too busy servicing their current customers to spend time on getting more business.” He added, “there’s also the challenge of how to add new customers and still ensure existing customers are satisfied. This is designed to provide practical suggestions that are simple and economical to implement.”

According to McKee, session highlights include topics such as how to quickly generate more revenue without adding more customers, how to entice customers and prospects to spend more without offering discounts, clever things you can do to inspire great referrals, and easy and fun steps for harnessing the power of social media.

The 1-hour session is scheduled to 2:30 pm Central Time on Wednesday, September 20<sup>th</sup>.

#### **About Pet Sitters International**

Founded in 1994 by Patti J. Moran, author of *Pet Sitting for Profit*, Pet Sitters International (PSI) is the world’s largest educational association for professional pet sitters, with member pet-sitting businesses in the United States, Canada and more than 20 other countries. PSI members have access to the widest array of business services and educational resources available in the professional pet-sitting industry. PSI’s Official Pet Sitter Locator is the largest online directory of professional pet sitters, and pet owners can visit [petsit.com/locate](http://petsit.com/locate) to find local professional pet sitters.

**About MACH1**

MACH1 is the only mobile solution that specifically targets the 35 million Americans who are self-employed as “solopreneurs” or as part-time “side-giggers,” the majority of whom are service providers. This award-winning solution enables these smallest-of-small business owners to successfully address the two biggest challenges they face: getting paid on time and getting more business by making it easy and economical for them to send bills, get paid and sell more. MACH1 is available for download via the Apple App Store and Google Play. For more information, visit [mach1.com](http://mach1.com).

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