

LIFE@WORK

Diverse hobbies help build business

Singer/songwriter finds music skills attract clients to marketing firm

MADISONVILLE – Every conversation with Andrea Dale yields some new, fascinating tidbit.

She runs a successful copywriting and marketing strategy business, To The Point (www.tothepointwriting.net), from her Madisonville home. She'll perform some of her original music at Leo Coffeehouse in Norwood in January. She was the guest of honor at a California folk convention this summer. (Folk music is like folk music, but it's often associated with the science fiction and fantasy genres.) She's a contra dancer. (Contra dancing is a type of folk dancing.) She spent a summer in Sweden as a teen and studied Japanese for two years.

Her goal is to "sharpen *your* marketing edge." But Dale's energy and enthusiasm prompt questions and unbridled curiosity about her diverse hobbies.

Dale, who studied at Regis College and earned an advertising degree from Michigan State University in her native East Lansing, Mich., worked in textbook and e-book publishing. But when she was pregnant with her now-6-year-old son, Nicholas Algeo, she found herself looking for work.

"It was during the Internet gold rush," said Dale, 42, a smile on her face. "You can guess what happened."

With a family full of entrepreneurs – her father founded four companies and her sister is a real estate agent – she thought, "If they can do it, I can do it."

So she started To The Point.

After the birth of her second son, 3-year-old Matthew Algeo, and later a divorce,



Stephanie Romine



Andrea Dale, owner of copywriting and marketing strategy firm To The Point, says her skills as a songwriter help attract clients.

The Enquirer/
Amie Dworecki



ONLINE

Watch Andrea Dale perform an original song at Cincinnati.Com.
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she started writing full time.

At first, she kept her music and business separate. She even took down her music Web site because it distracted clients. They would Google her and not realize that her primary living was as a writer. But when she brainstorms, her ideas invariably come out as verses.

Two years ago, she took a 10-week individual course with marketing expert Mar-

cia Yudkin, who convinced Dale that her songwriting would help her distinguish her business.

It worked, Dale said.

"They say, 'If you can do that, then think what you can do for me,'" she said.

Web sites to brochures, press releases to case studies, she delivers to clients who range from a fellow freelance writer to a husband-and-wife accounting firm and a

start-up company.

In her free time, she writes songs, such as "Grandpa and Godzilla," inspired by her dad's movie nights with his grandkids, and "Zen Cappuccino," the title track on her second CD.

"I do the music, and I do it because I can't not do it," she said.

E-mail sromine@enquirer.com