



Arizona Entrepreneur, Troy Bohlke, Announces Acquisition of Content-Author.com to Add Writing Dept. to 10 Day Publicity

Troy Bohlke, founder of 10 Day Publicity, a Phoenix, Arizona based public relations firm, has announced the acquisition of Content-Author.com.

PHOENIX, ARIZONA, UNITED STATES, February 3, 2014 /EINPresswire.com/ -- Founder of [10 Day Publicity](#), Phoenix, Arizona based entrepreneur, Troy Bohlke, has announced the intended acquisition of [Content-Author.com](#), a boutique copywriting service that has provided authority content and writing services for more than 15 years to clients nationally and internationally. The goal of the acquisition is to bring a full-featured writing department on board to the 10 Day Publicity team, so the public relations firm can provide its services to more clients in the future.

Content-Author.com was founded by Phoenix entrepreneur, Michael Lazar, in 2003, designed to deliver authority copywriting services to clients locally and abroad. Since that time, Lazar has grown the entity into a business that provides writing, editing, public relations, marketing, branding and search engine optimization services. In 2010, Lazar met Troy Bohlke and the pair co-founded 10 Day Enterprises, ultimately leading to the formation of 10 Day Publicity.

Since that time, Bohlke and Lazar have worked together extensively on a wide variety of marketing, branding and public relations projects. In 2013, Lazar was named as acting CEO of 10 Day Enterprises, after Bohlke stepped down to pursue his ventures with newly formed [Troy Bohlke Enterprises](#). The acquisition of Content-Author.com will enable the public relations firm to expand its operations and to provide services to more clients in the future.

"I couldn't be any more pleased with acquiring Content-Author.com from Michael Lazar," said Troy Bohlke in a recent statement regarding the purchase. "Lazar has been an incremental piece to the success of our related marketing ventures. With the added writing power of this entity, I strongly feel that our firm is in a good position to take on additional clients in the future and to expand our service model to a larger demographic."

The transaction is planned to be finalized in the months that come. After the acquisition has been completed, the entities plan on keeping a separate identity, consistent with their existing branding, yet working together synergistically to deliver projects on behalf of mutual clients.

"The acquisition of Content-Author.com by Troy Bohlke denotes a remarkable conclusion of efforts gauged at empowering our entities to provide the highest quality of work for our existing and future clients," said Content-Author.com founder, Michael Lazar. "Over the past four years, Troy and I have worked together extensively on a variety of projects leading up to this point. Moving forwards, I am excited to see our family of marketing agencies grow with this planned addition."

About 10 Day Publicity

10 Day Publicity is a Phoenix based public relations and online marketing firm. Founded by Troy Bohlke in 2010, the firm serves local, national and international clients to help them meet their online

marketing, reputation management, search engine optimization and other marketing needs. You can visit them online at: <http://www.tendaypublicity.com>.

About Troy Bohlke Enterprises

Troy Bohlke Enterprises is owned and operated by Troy Bohlke, Phoenix, Arizona based entrepreneur. It is the parent company of 10 Day Publicity and its family of boutique marketing agencies. You can visit them online at: <http://www.troybohlke.biz>.

About Content-Author.com

Content-Author.com was founded by Michael Lazar in 2003 to deliver authority copywriting, editing and marketing services to clients locally and abroad. The firm is pleased to announce that it will soon be acquired by Troy Bohlke Enterprises to expand its operations for providing client services. You can visit them online at: <http://www.content-author.com>.

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This press release can be viewed online at: <http://www.einpresswire.com>

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