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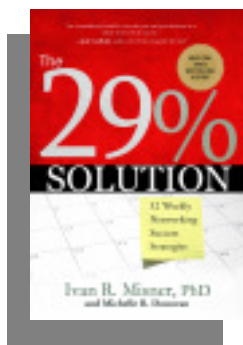
From *New York Times* bestselling author, Ivan R. Misner, Ph.D., with Michelle R. Donovan:

THE 29% SOLUTION

52 Weekly Networking Success Strategies

“This is an incredible book! It shows sales professionals and business owners how to get more and better customers, faster and easier, than in any other way. The practical, proven strategies for sales and business growth you learn can save you months and years of hard work.”

– Brian Tracy, author of The Way to Wealth



Question: What do Santa Claus, the Easter Bunny, and “six degrees of separation” have in common?

Answer: People all around the world believe in them. You’ve heard that there are six degrees of separation between you and anybody else on earth that you would like to meet, right?

Amazing, isn’t it?

Ain’t true. It is an urban myth that has grown from a small kernel of truth. It is true, though, that there are some people who are better connected than others.

Ivan R. Misner, Ph.D. and Michelle R. Donovan, authors of **The 29% Solution: 52 Weekly Networking Success Strategies** (Greenleaf, September 2008), believe that “six degrees of separation” can be achieved, because quite simply, “connecting” is a skill that can be acquired. The 29% Solution offers 52 weeks worth of success strategies that include tactics for developing networking skills by way of increasing connections, and becoming part of the roughly 29 percent of people who are, in fact, separated from the rest of the world by just six degrees.

In many ways, success at networking is the uncommon application of common knowledge. It’s not “net-SIT” or “net-EAT” – it’s “net-WORK.” Successful networking is about learning how to work the networking process – not just letting it happen. Most people understand that networking is important to their success – they just lack a step-by-step process to get the results they want. Almost no one really implements a comprehensive methodology that will build a business through networking. Thus, the need to network is “common knowledge,” and the development of the methodology required to be successful at it is the “uncommon application.”

The 29% Solution offers the true essence and meaning of networking from the *father of modern networking* (CNN). It provides the answer to two conflicting questions that a business owner or salesperson faces every day: How can I tend to my existing clients while at the same time network for new business? *and*, Should I place higher value on my current clients or on new clients?

For more information, visit www.29PercentSolution.com.

The 29% Solution: 52 Weekly Networking Success Strategies

Ivan R. Misner, Ph.D.; Michelle R. Donovan
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