



## Marketing Plan

- > Co-op available
- > Advance galley mailing
- > National business and lifestyle media campaign—television, radio, print, and online
- > Promotion in conjunction with author's extensive speaking schedule
- > Author event and promotion at Book Expo America (Washington, DC, June 2006)
- > Promotion at Annual Small Business Development Center (SBDC) conference (September 2006)
- > Promotion at conferences: American Society for Training and Development (May 2006, 8,000 attendees) and Society for Human Resource Management (June 2006, 15,000 attendees)
- > Booksense White Box mailings
- > Author's Web site: [www.allysonlewis.com](http://www.allysonlewis.com)

This book is guaranteed to energize people seeking to transform their lives and careers.

## The Seven Minute Difference

### Small Steps to Big Changes at Work and at Home

Allyson Lewis (Jonesboro, AR)

**D**o you want more? More hope, joy, fun, and fulfillment? The biggest, most meaningful, and dramatic differences in our lives—and in our world—are really just the result of a series of small, seemingly insignificant changes. “Amazing changes can occur in surprisingly small amounts of time,” says Allyson Lewis, author and senior executive at a major financial services firm. “In just seven minutes my life changed forever. In this book, I will share exactly what happened to me and how it can happen to you.”

In *The Seven Minute Difference*, Lewis motivates business professionals to grow through micro-actions that can be completed in as little as seven minutes. According to Lewis, small efforts such as two extra sales calls, a daily action plan, a review of a competitor's product, or a change of schedule can make the difference between mediocrity and excellence.

This book coaches readers to realize their full potential by focusing on four fundamental truths: change begins to happen the moment you decide to change; you must want to change; you must expect change; and you should enjoy the process of change. Drawing on years of experience as a motivational speaker and financial advisor, Lewis shows how she has successfully used these principles to help thousands of people change their lives.

With humor and flair, *The Seven Minute Difference* spurs people to unlock their purpose, knowledge, and passion, and as a result, transform their lives at work and at home.

## Highlights

Allyson Lewis inspires readers to:

- Define a mission and action plan that will support change.
- Implement change and keep the momentum going.
- Paint the canvas of their life—map out their goals.
- Prioritize, organize, and simplify work and life to achieve greater productivity.

For more than a decade, **Allyson Lewis** has coached thousands of business executives from America's premier organizations, such as BlueCross BlueShield, the Girl Scouts, and ReMax Real Estate. At the same time, Lewis has built a highly successful career in financial services. After beginning her career in 1982 with a regional firm, she was recruited by a major New York financial services company in 1984 and now serves as a senior vice president, financial advisor, and Certified Financial Planner™ practitioner. Lewis has been a guest on CNN, Bloomberg Information Television, and many regional radio and television programs. A living example of the Seven Minute Difference, Lewis watched her personal business grow by more than 67 percent in 2004.

## JULY

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