

**FOR IMMEDIATE RELEASE**

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## **Business Readers Learn to Unlock their Purpose, Knowledge, and Passion**

**FOR IMMEDIATE RELEASE, Chicago, January 2006**—Do you want more? More hope, joy, fun, and fulfillment? For millions of corporate executives, sales people, financial advisors, customer service associates, accountants, attorneys, doctors and teachers, the answer is a resounding ‘yes’. As a result, there’s been a rise in popularity of books that teach employees how to be more productive at home and in the office—to lead healthier lives and to embrace change.

In her savvy new guide, *The Seven Minute Difference: Small Steps to Big Changes* (Kaplan Publishing, paperback, \$20.00, May 2006), author Allyson Lewis spurs professionals to examine their work and their lives, so they can cultivate change. Lewis motivates readers to grow through micro-actions that can be completed in as little as seven minutes. According to Lewis, small efforts, such as making two extra sales calls, having a daily action plan, reading ten pages of a book per day, or getting up 15 minutes earlier can make the difference between mediocrity and excellence.

“Amazing changes can occur in the most surprisingly small amounts of time,” asserts Lewis. “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. My 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; you should enjoy the process of change.”

In *The Seven Minute Difference*, Lewis inspires readers step-by-step to:

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

Lewis’ book stands out from other motivational texts on the shelf through its simple, yet profound lessons, exercises, self assessments, and progress reports. Succinct and easy-to-read, *The Seven Minute Difference* delivers concrete examples, anecdotes, and sage advice that have helped thousands of executives, sales people, entrepreneurs, and managers transform their lives at work and at home.

### **About the Author**

Lewis is a living example of The Seven Minute Difference. With over 20 years of experience as a highly successful financial advisor and CERTIFIED FINANCIAL PLANNER™ practitioner at a major New York brokerage firm, she is now sharing her knowledge as a motivational speaker and strategic consultant to many of America’s premier corporations. Using the same techniques included in her book, Lewis increased her personal business by more than 67% in 2004. Recognized as an opinion leader, Lewis has appeared on CNN, Bloomberg Informational Television, and many regional radio and television programs. Other books by the author include *The Million Dollar Car & \$250,000 Pizza* (Kaplan Publishing, 2000)

***The Seven Minute Difference: Small Steps to Big Changes at Work and at Home*** (\$20.00, 224 pages, 5 x 7.375 paperback, ISBN 1-4195-??) is available at neighborhood and online booksellers or by calling 800-245-BOOK.

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