

“Little Voice” mastery

news release

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“Little Voice” Mastery Goes Global

Bestseller to be Translated to Italian and Swedish in Response to Huge U.S. Demand

November 12, 2009 (Phoenix, AZ) – The Blair Singer Companies announced today that its bestselling book, “*Little Voice*” *Mastery: How to Win the War Between Your Ears – and Have an Extraordinary Life!* will be translated to Italian and Swedish in response to the title’s worldwide appeal. The books have a scheduled in-store date of first quarter 2010.

Written by bestselling author, entrepreneur, and international speaker Blair Singer, “*Little Voice*” *Mastery* explores personal and professional growth, empowerment, and mastering the “Little Voice” in your head. The book also includes 21 *Mastery* techniques, many of which can be accomplished in 30 seconds or less.

“I am thrilled that “*Little Voice*” *Mastery* continues to be such a success. This book truly de-bunks much of the popular thought about personal growth and gets down and dirty with real-world, right-now techniques that will help the reader make profound changes in their life – immediately,” says Singer. “Regardless of what part of the world one lives, this message is pertinent and will resonate with people from all walks of life,” Singer added. In “*Little Voice*” *Mastery*, Singer delivers strategies and techniques that will show the reader how to:

- Maintain power in any pressure situation
- Stop the debilitating chatter in one’s brain
- Uncover and realize lifelong dreams
- Break through self-sabotaging habits
- Build powerful, lasting confidence

The title’s Italian rights have been purchased by Edizione MyLife, an Italian publisher focused on personal and professional development titles. The Swedish rights have been obtained by publisher Claes Andersson, who currently publishes many of Robert Kiyosaki’s Rich Dad titles including *Rich Dad Poor Dad*, *Cashflow Quadrant*, and *How to Increase Your Financial IQ*.

The addition of Italian and Swedish versions brings the title’s foreign translations to 4; it is currently available in Spanish and an Estonian translation is currently in production. Negotiations are underway for the title’s Chinese rights with an agreement announcement scheduled for the next 30 days.

Master Your Little Voice

The book's North American distribution is being handled by Independent Publishers Group Small Press Unit and is available in major bookstores throughout the U.S. and Canada. In addition to "*Little Voice*" *Mastery*, Singer has authored two additional bestsellers, *The ABCs of Building a Business Team that Wins* and *SalesDogs*, both of which are titles from the Rich Dad book series and have a combined total of 16 different language translations .

About Blair Singer

Since 1987, Singer has led thousands of individuals, business owners and Fortune 500 leaders to maximize their true potential. His highly-effective and motivational teaching style has assisted companies including Singapore Airlines, Redken 5th Avenue, IBM, UPS Stores, Dunkin Brands, CIBC-Canada, United Healthcare, and Westin Hotel.

He has also worked on a variety of collaborative efforts with the international bestselling author of *Rich Dad Poor Dad*, Robert Kiyosaki and speaks at many Rich Dad seminars and events.

Singer is also the co-founder and CEO of SalesPartners, a global sales and business building training organization with over 60 franchised offices around the world.

For more information on Blair Singer or "*Little Voice Mastery*", visit www.blairsinger.com or call Karen Mileski at (949)285-2332.

"Little Voice" Mastery

Blair Singer

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