

# “Little Voice” mastery

news release

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For Immediate Release

## **Want to Have a Great 2009 In Spite of the Recession? Master Your “Little Voice.”**

(SCOTTSDALE, ARIZONA — MARCH 24, 2009) Recession, recession, recession. Has the word got you down? It hasn't gotten Blair Singer down, or the thousands of people who learned his Little Voice Mastery techniques during a multi-city tour in Mexico last week. And now, just when we need it most, Singer releases his newest book, *“Little Voice” Mastery: How to Win the War Between Your Ears in 30 Seconds or Less – and Have an Extraordinary Life!*

According to Singer, this book is for anyone who believes that there is a bigger and better person inside of them. It's for people who feel they could become more capable, powerful and rich than they are right now. He says the book is not for people that have given up hope on themselves or who are waiting for the government to fix their lives. Those are the people who have bought into the recession and are banking on a government bail out.

“Little Voice’ Mastery is simply learning how to quiet that ‘Little Voice’ that holds us all back, and that tells us the recession is the end of the world or that we are just not good enough. It's that voice that keeps us all from being the person we were meant to be and living an abundant life.”

Singer should know. His life wasn't always “Little Voice” free. Years before he started his 25-year journey learning all he could about controlling his own thoughts, he was in dire straits. He had just gone through a painful divorce, his business was near bankruptcy, he had thoughts of calling it quits, and had no real purpose in life to go on.

“It was the lowest point of my life”, Singer said. “There I was at the end of the Santa Monica Pier, looking over the edge and deciding to call it quits on everything. But then something clicked. I heard who was talking, maybe for the first time. That's when I decided I would dedicate myself to mastering that “Little Voice” that nearly pushed me over the edge.”

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## Master Your Little Voice

Since then, Singer has built numerous successful businesses and helped thousands of people turn their lives and their businesses around. He is the founder and CEO of SalesPartners Worldwide<sup>®</sup>, a progressive sales and personal growth training company with 54 franchise locations in 18 countries, author of three best-selling books, and a high-impact teacher and public speaker.

Singer's story of loss is not unique. Through his work and public appearances he has found that countless people have a "Little Voice" that either holds them back, pushes them over the edge or suppresses the bigger, brilliant more powerful person inside. He calls it "the war between your ears," and considers it an important battle everyone must win if they expect to achieve much of anything in life.

Liz Dzuris, founder of Total Package Solutions said, "Blair's methods have really kicked me into high gear and shifted my environment and my behaviors. Now that I understand the power of controlling my 'Little Voice,' I hang around positive people and do positive things in my life. My Troy, Michigan-based business which was primarily reliant on the automotive industry, is once again flourishing, even in this economy! My income has doubled, and the year is still young."

Dzuris credits "Little Voice" Mastery with a physical transformation, too. She started working out five days a week and has lost over 19 pounds. According to Singer, "Little Voice" Mastery can impact every aspect of a person's life and transform them into the person they want to be.

Singer's book is a quick, easy-read that teaches people how to break through self-sabotaging habits, maintain their power in pressure situations, and stop the debilitating chatter in their brains so that they can attract and immediately act on what they want. Singer provides 21-proven "Little Voice" Mastery techniques to re-program your "Little Voice" in 30 seconds. "The path to success isn't as long as most people think. Master your "Little Voice" and you're closer than you think," Singer says.

Singer just spend the last week on a four-city tour of Mexico touting his "Little Voice" Mastery techniques to a country of people hungry for a better life and a better future. Singer says that's what we all want and his next stops are the United States, Singapore, Malaysia, New Zealand and Australia.

"People have the power to make their lives, their businesses and the world better. If there is an important life lesson many people are learning in these tough times, it is to depend on themselves to change things for the better," Singer says. "Imagine the potential when people and business leaders across the world can master their "Little Voice" and each one says, 'Yes' I can!" President Obama's campaign slogan, "Yes, we can!" may actually become reality.

*"Little Voice" Mastery: How to Win the War Between Your Ears in 30 Seconds or Less – and Have an Extraordinary Life!* by Blair Singer is published by XCEL Press. The book is available on Amazon.com. ISBN-13: 978-0-9795777-2-7; INBN-10: 0-9795777-2-1. Learn more about Blair Singer at [www.BlairSinger.com](http://www.BlairSinger.com). Visit [www.LittleVoiceMastery.com](http://www.LittleVoiceMastery.com) to become a member of the "Little Voice" Mastery Club.

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**About Blair Singer**

Blair Singer is founder and CEO of SalesPartners Worldwide<sup>®</sup>, founder of the "Little Voice" Mastery Institute, sought-after public speaker and high-energy facilitator of personal and organizational change. He is a Rich Dad Advisor and author of three best-selling books including *Sales Dogs: You Do Not have to be an Attack Dog to be Successful in Sales*, *The ABCs of How to Build a Business Team that Wins*, and *Building a Championship Team in Your Business*.

Since 1987, he has led thousands of business owners, and Fortune 500 company leaders to maximize their potential and grow their bottom lines. Companies like Singapore Airlines, Deutsche Bank, Redken 5th Avenue NYC, IBM, ING Clarion, JP Morgan, CitiGroup, LA Weight Loss, Prudential Insurance UPS Stores, Mrs. Fields Cookies, HSBC, Dunkin' Brands, Century 21, CIBC – Canada, Diners World Travel, United Healthcare, and Westin Hotels.

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