

“Little Voice” mastery

news release

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Editor’s note: Blair Singer’s best-selling book, *“Little Voice” Mastery: How to Win the War Between Your Ears in 30 Seconds or Less – and Have an Extraordinary Life!* soon in its third printing, is available at bookstores and on *Amazon.com*. Blair also is available for interviews.

Skill—Without a Question. Luck—Maybe a bit. Yang, Winning the War Between His Ears—Absolutely!

SCOTTSDALE, ARIZONA, August 17, 2009—We’re all looking to achieve our dreams and wins in life and Blair Singer, “Little Voice” master can help us. How? By mastering the “Little Voice” in your head. Y.E. Yang did it this weekend. Blair Singer sees “Little Voice” Mastery as the way to not just shave strokes off your golf game, but a way to take leaps in life. He’s been professing “Little Voice” mastery for decades and recently put his techniques into a book called, *“Little Voice” Mastery: How to Win the War Between Your Ears in 30 Seconds or Less – and Have an Extraordinary Life!*

“‘Little Voice’ Mastery is the key to success whether you play sports, run a business, are a husband, a father or in just about anything you do in life. Mastering the chatter between your ears separates the champions from the losers and the winners from those who just play the game,” said Singer. “Yesterday we saw the power of ‘Little Voice’ mastery, when Y.E. Yang snatched the PGA Championship out from under Tiger Woods winning by three strokes. In Yang’s own words when he was asked if he was as calm on the inside as he appeared to be on the outside during the tournament, ‘I try to master the art of managing my emotions. It worked well for me today’ - That’s ‘Little Voice’ Mastery!”

Singer’s talking about the game of life, of course. And if track records are any indication that his methods work he has a long one. It’s filled with ordinary people who have made extraordinary strides to success. And thousands are doing just that. As an example, author, speaker and coach, Christy Whitman, moved past her mistakes to major success once in control of her “Little Voice.” She explained, “I grew up with parents that were perfectionists. My mom and dad’s voices became my ‘Little Voice.’ I was terrified to make mistakes, because that would mean that I was a failure, because I was not perfect. When I didn’t look a certain way, when I didn’t achieve what I set out to achieve, or

Master Your “Little Voice”

(more)

when I would react inappropriate to someone, I would beat myself up, which led to very destructive behaviors...My self esteem was very low. I met Blair Singer at a training event. Blair said something that shook me to my core and my life was changed right in that moment. He said "There are no mistakes, just opportunities to learn." WOW! I felt a shift so deep within me. That ‘Little Voice’ that said I couldn't make a mistake was forever silenced. I have made many mistakes since, but each and every one of them was an opportunity for me to grow. Blair's words forever changed me and my life.”

Kevin Hocker with Federal Benefit Services feels likewise, "I had always subscribed to the belief that if you want what someone's got, do what they do, and you can have what they have. Not a bad belief... but not complete either. I sat in the front row of one of Blair Singer's seminar ready to take in the magic formula to reaching my goals." He explained, "What happened during the seminar changed my life forever. I learned that rather than focusing so much on how to ‘do’ something, I needed to learn how to ‘be’ something. Blair taught me that it's about becoming the kind of person who possessed the goals I wanted for myself rather than pursuing what to do. ‘Doing’ has its place, but ‘being’ is the foundation. With Blair's solid principles and techniques to improve my ‘being,’ I've since reached heights I use to only dream about.”

Blair's book includes 21 “Little Voice” Mastery techniques, many of which take less than 30 seconds out of our day to do. One of the easiest and most effective is Celebrate All Wins. “When I watch Tiger Woods' signature fist pump after sinking a long putt or any winning athletes high five after a great play, they are practicing this technique. It's part of their make up and it makes all the difference,” explains Singer.

Singer says we play in our own championships every day, at work and at play. We may not always have big wins but there are plenty of little wins worth celebrating. Master this one technique and Singer says “you'll change your life.”

About Blair Singer

Blair Singer is founder and CEO of SalesPartners Worldwide,[®] 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 *“Little Voice” Mastery: How to Win the War Between Your Ears in 30 Seconds or Less – and Have an Extraordinary Life!*

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, HSBC, Standard Chartered Bank, UPS Stores, Mrs. Fields Cookies, Dunkin' Brands, Century 21, CIBC – Canada, Diners World Travel, United Healthcare, and Westin Hotels.

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