

“Little Voice” mastery

news release

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For Immediate Release

Recession-Wearied Consumers Turn To “Little Voice” Mastery

Record Demand Stifles Amazon; Leads to Free Book Download

(SCOTTSDALE, ARIZONA — April 2, 2009) Blair Singer is a man of his word. He has dedicated his life to improving the quality of life for everyone by removing anything that slows you down, makes you small or inhibits the speed of your spirit. So, when just a few hours after launching his new book, “*Little Voice” Mastery: How to Win the War Between Your Ears in 30 Seconds or Less – and Have an Extraordinary Life!* last week, demand depleted Amazon.com’s inventory and its back order quotas, Singer stepped up. He made his new book available to the public free on BlairSinger.com for the next two weeks.

“No one expected the book to take off like it did. The message is loud and clear—people are tired of being held back. Recession, depression, inflation and stagnation are ‘Little Voice’ issues that become economic issues if you cannot eliminate them from your brain,” Singer explained. “Imagine the frustration when people finally reach out for the solution on Amazon and can’t get their hands on the book because of out-dated systems and bureaucracy that got in the way,” Singer said.

While it may be unprecedented for an author to give away books, removing the roadblocks and getting the information to people when they’re motivated to change their lives and their businesses are what matter most to Singer. He encourages people to visit BlairSinger.com and get the free book download through April 17. “A community of empowered, like-minded people working to boycott the recession is what the world needs most right now,” he said.

“This book is about finding that bigger, better person inside you. ‘Little Voice’ Mastery is simply learning how to quiet that ‘Little Voice’ between your ears that holds you back, that tells you you’re not good enough, or in times like these that the recession is the end of the world. It’s the voice that keeps you from being the person you were meant to be and living an abundant life,” Singer said.

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Consumers Turn to “Little Voice” Mastery

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 that long. Master your “Little Voice” and you’re closer than you think,” Singer said.

Singer, a personal and professional development expert, has built numerous successful businesses and helped thousands of people turn their lives and their businesses around. He is the co-founder and CEO of SalesPartners Worldwide®, a progressive sales and personal growth training company with 54 franchise locations in 12 countries, author of three best-selling books, and a high-impact teacher and public speaker.

“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 can be ordered on Amazon.com, as stock becomes available. ISBN-13: 978-0-9795777-2-7; INBN-10: 0-9795777-2-1. Learn more about Blair Singer and become a member of the “Little Voice” Mastery Club at www.BlairSinger.com.

About Blair Singer

Blair Singer is co-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!* He also is the author of *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, HSBC, IBM, ING Clarion, JP Morgan, CitiGroup, World Financial Group, LA Weight Loss, UPS Stores, Mrs. Fields Cookies, Dunkin’ Brands, Century 21, CIBC – Canada, Diners World Travel, United Healthcare, and Westin Hotels.

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