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Media Release

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FOR IMMEDIATE RELEASE

Former Vice Principal Fired the System and Built Multi-Million Dollar Company

Glenn Dietzel, author and infopreneur guru, demonstrates to fast write a money-making book in less than 12 hours and build a business focused on multiple streams of income.

His breaking point came at Christmas time when he had no money to buy even a small gift for his wife and young children. After much soul searching, he challenged his own beliefs and limitations in order to go for his dream.

Glenn Dietzel was the youngest vice principal, fast tracking his way to superintendent. He had four degrees and was about to begin a PhD program. He said, "Outwardly it looked like I had everything going for me. I looked like the paradigm of success. However, inwardly I was a mess."

Seven years ago former vice principal Glenn Dietzel fired his job to go for his big dream. He replaced the combined income of himself and his wife in 127 days and launched an authoring and e-publishing company that quickly caught the attention of e-publishing giant Adobe. "They called me on my home phone because of what I had done."

He created a complete authoring process that taught teaches how to fast write a book and begin making money from it even before it is complete. Starting with an electronic book, authors build a reputation and attract both media attention and customers to their business. They discover how to turn their passion and expertise into profit by filling the needs of their market and providing real solutions.

Dietzel's Entrepreneurial Authoring Program teaches clients to write a money-making book in 12 hours of actual writing time and gain instant access to a New York Publisher. Clients who complete the program are guaranteed acceptance with a New York Publisher without writing a book proposal or going through years of submission and rejection.

Robert Kiyosaki, creator of the Cashflow Game and the Rich Dad, Poor Dad series, said that his book is his best business card. Mark Victor Hansen, co-creator of the popular *Chicken Soup for the Soul* series, stated that the best lead generator is a book.

According to the Association of American Publishers, 83 per cent of Americans want to write a book, but for those who follow through, the publishing industry has grim news. Publisher's Weekly reported that in 2004 Nielsen Bookscan tracked sales of 1.2 million books. Unfortunately, the vast majority did not even sell a hundred copies.

The number of books that sell over one hundred copies is minimal, with 950 thousand selling fewer than 99 books. What this indicates is that just over two per cent of the total make triple digit sales.

Taking a look at the cream of the crop, 200 thousand titles sold fewer than a thousand copies. Only 25 thousand books sold more than 5 thousand copies. Fewer than 500 sold more than 100 thousand copies. Only ten books sold more than a million copies each, demonstrating that one thousandth of one per cent of books printed make it to seven-digit sales.

The advent of print on demand publishing has enabled more would-be authors to publish a book, but this does not mean that the books will sell. Looking at the above statistics, a natural question would be, "How can an author generate real profit from a book?"

The answer is to create a book that is a lead generator for a business. The most successful authors do much more than sell books. The money earned in royalties is incidental income as compared with what they generate from income streams such as speaker fees, workshops, home study programs, coaching programs, consulting fees, and other products and services.

Dietzel and his business mentoring team teach clients how to make their book an entrepreneurially sound lead generator for a well-structured business. A book that is entrepreneurially sound naturally leads readers to interact with the author and continue to do business again and again.

His book *Author and Grow Rich: How to Make Money Making Book in Only 12 Hours* is available for preorder for its May release with Morgan James Publishing.

Dietzel has been a consultant to two US Presidents and has dozens of video testimonials of successful clients on his website and blog. Beryl Wolk, creator of the infomercial, is currently working with him to create the first infomercial that shows people how to write a book. He offers his case study driven Basic Authoring for Business Profits e-class, a \$700 value, at no cost on his website <http://www.AwakenTheAuthorWithin.com>

Glenn Dietzel, a former Vice Principal with Two Post-Graduate Degrees, replaced his income and his wife's income with a proven, breakthrough system he created. He now teaches his clients how to replicate his proprietary program. Glenn is founder and President of Awakened, LLC (<http://www.AwakenTheAuthorWithin.com>). Glenn also provides keynotes, seminars, workshops, teleseminars, and bookcamps™, as well as being known as an international speaker. In addition helping entrepreneurs with business authoring, he also teaches entrepreneurs and business owners how to successfully create a digital product and then build an online business that produces consistent, multiple streams of income.

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