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## **Awakened, LLC**

### Media Release

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#### **For Immediate Release**

Tuesday, January 22, 2008

FOR IMMEDIATE RELEASE

### **World's First Live Author Coaching Event Creates Impact**

*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.*

According to David Hancock, CEO of Morgan James Publishing, it takes the average person 100 formal book proposal submissions only to get a publisher to say 'no'. Many submissions go unanswered, and many publishers disallow simultaneous submissions. This typically increases the time it takes for a book to get into print.

Although acceptance with a major New York publisher normally takes dozens of rejections, for internet marketer and affiliation expert Ken McArthur, it happened quickly. His proposal got him the coveted "yes" after only a handful of submissions. When Career Press accepted the proposal for his debut book, he was faced with the challenge of actually writing the book to meet a deadline less than four months away. His book, already available on Amazon.com and Target.com, is part of the publisher's spring 2008 catalog of releases.

He sought coaching from Glenn Dietzel and his team at [AwakenTheAuthorWithin.com](http://AwakenTheAuthorWithin.com) for assistance with the writing and business development process. Dietzel created the world's first live author coaching event in order to let subscribers listen in and follow his complete authoring system.

Participants in the live author coaching program at [www.BooksMeanCredibility.com](http://www.BooksMeanCredibility.com) have access to the weekly coaching sessions plus other educational materials to help them author their own books for as long as they stay in the program. Those who follow the same steps McArthur took can write their own lead generating book and build a business around it.

Dietzel and his team are teaching McArthur how to properly position his book as a lead generator for the business he is building around it. Dietzel is the author of several books, including *Author and Grow Rich: How to Write a Money Making Book in Only 12 Hours*. Assisting him is Ronda Del Boccio, award-winning author of *I'll Push You Steer: The Definitive Guide to Stumbling through Life with Blinders On*, a former client whom he hired to join the team.

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. McArthur's book, now in

the hands of his publisher, is designed to be entrepreneurially sound so that it naturally leads readers into a deeper relationship with the author and his material.

*Impact: How to Get Noticed, Motivate Millions, and Get Noticed in A Noisy World* reveals the key strategies used by some of the most influential people in the world. These people create a measurable effect on millions of people. Stories of well known and ordinary individuals alike illustrate vital impact strategies. Readers learn a simple, strategic system to get attention for their most important messages.

The most successful authors do much more than sell books. Royalties are 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.

McArthur's book is merely the introduction for a full range of products and services. Even before the book is available, he is building an online Impact community. Those who register at [www.TheImpactFactor.com](http://www.TheImpactFactor.com) receive free audio interviews and other gifts to be added over the coming months.

Concurrent with the launch of the book in May, McArthur will offer a coaching program and other services. He has designed the online community so that anyone who refers a sale earns a commission.

Now that McArthur's book is complete, live weekly calls, also available for download to subscribers, reveal traffic generation and other business development strategies. Everyone who visits <http://www.BooksMeanCredibility.com> receives Dietzel's case study driven Basic Authoring for Business Profits e-class, a \$700 value, at no cost to assist them in writing their own book. Visit the website or call 519-542-3043 for details.

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.

For any additional questions, please email [glenn@AwakenTheAuthorWithin.com](mailto:glenn@AwakenTheAuthorWithin.com) or call # 519-542-3043. You can also contact Glenn's Project Manager Karen at [karen@awakentheauthorwithin.com](mailto:karen@awakentheauthorwithin.com) or #519-542-3043