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Media Release

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For Immediate Release

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FOR IMMEDIATE RELEASE

Blind Author Uses Videos and Web 2.0 Media to Promote Her Business and Coach Authors

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.

New authors may believe that if their book is published in New York, they will not need to do much more than have a website in order to market their book. The truth is that anyone who writes a book will need to do the majority of the marketing, whether the book is self produced or published by a small press or a large New York publisher.

Ronda Del Boccio studied the publishing industry and understood its pitfalls. She knew she could write a book and knew she would have to learn about sales and marketing. But she had no idea how to break out of the “poor writer” mode until she found the step-by-step approach that showed her how to grow her reputation and develop a business around her book.

Del Boccio invested in a proven system that teaches would-be authors how to write a money-making book in 12 hours of actual writing time and use it as a lead generator for a thriving business. She learned how to utilize web 2.0 technology, such as creating videos and working with forums and social bookmarking sites, to promote her book and business.

While a client of Glenn Dietzel’s Entrepreneurial Authoring Program, she co-authored *I’ll Push, You Steer: The Definitive Guide to Stumbling Through Life with Blinders On*, which went from idea to best seller in less than six months. She and co-author Bonnie Tesh were guest speakers both live and on teleseminars before they completed their book, Dietzel’s system teaches clients how to make money from an incomplete manuscript and start growing a reputation even before the book is complete.

“Participating in this program was one of the best decisions I have ever made,” Del Boccio said. Her second book, *The Kama Sutra of Storytelling: Positioning, Power and Profit*, is currently available as an electronic book. “I’m getting feedback from readers and refining my storytelling system before going into ink and paper,” she said.

Del Boccio happens to be legally blind, but she does not let this stop her doing anything she sets her mind to accomplishing. She operates several blogs, creates videos that are posted on numerous websites, and is now called The Story Lady all over the web.

Glenn Dietzel, who calls her “Rockin’ Ronda,” hired her to work with his company, so now she coaches aspiring authors to use the Entrepreneurial Authoring system. She says, “If a mostly blind woman can do this, so can YOU.” Visit <http://www.Storyation.com> to discover how Ronda is growing her thriving

Dietzel’s Entrepreneurial Authoring Program and individual business mentoring teach clients how to create a book that is a lead generator for a well-structured business. He has dozens of video testimonials of successful clients, including Del Boccio, on his website and blog. 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.

For any additional questions, please email glenn@AwakenTheAuthorWithin.com or call # 519-542-3043. You can also contact Glenn’s Project Manager Karen at karen@awakentheauthorwithin.com or #519-542-3043