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## **Awakened, LLC**

### Media Release

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#### **For Immediate Release**

Tuesday, January 22, 2008

FOR IMMEDIATE RELEASE

## **Complete Authoring and Business Development System Launched Scott Armstrong Out of His Sales Job and into His Thriving Coaching Practice**

*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.*

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. These two examples demonstrate a profound principle.

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 high end products and services.

Scott Armstrong is an example of this principle in action. Armstrong is a successful life coach with a full practice and maintains his life-long passion for running. Scott's book launched him out of his sales job of 20 years in order to build his passion of coaching. His book demonstrates how goal setting for marathon running and for business--and for any aspect of life--are related. His book is ***Boston Marathon or Bust: A Proven Step-By-Step Program That Helps You Achieve Your Life, Sports, and Business Goals in Record Time.***

Visit Scott is <http://www.BoulderCoachingAcademy.com>

Armstrong 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. Glenn Dietzel of AwakenTheAuthorWithin.com has dozens of video testimonials of successful clients on his website and blog.

Dietzel's Entrepreneurial Authoring Program and individual business mentoring teach clients how to create a book that is 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. The book is specifically designed as an invitation to take part in the author's other services.

Dietzel 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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