



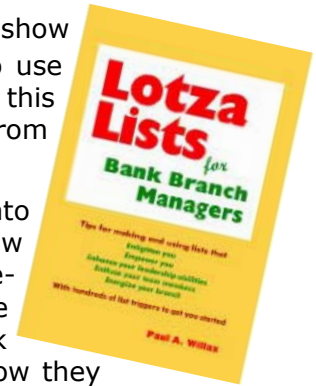
LotzaLists!

Here's a unique and very powerful series of interactive books designed to help business professionals use *lists* to enhance their self-understanding and personal performance.

LotzaLists™ are enlightening and entertaining books that show business owners, managers, and enterprise leaders of all types how to use simple lists to self-evaluate and self-empower. They demonstrate how this time-honored tool can be used to motivate and gain crucial feedback from team members and other key constituents.

The interactive process facilitated by these books allows readers to tap into a valuable inventory of insights that is theirs alone. It demonstrates how list-makers can utilize "focused contemplation" to generate otherwise-obscure realizations and understandings that will enhance their distinctive personal competencies and their abilities to lead others. Each book provides readers with hundreds of sample list titles and demonstrates how they can create their own unique lists.

Individual books in the series are geared to specific professions, avocations, industry associations, geographic communities, and affinity groups. In fact, a book can be created to meet *your* special needs or niche! *LotzaLists for Business Owners*, *LotzaLists for Business Managers*, and *LotzaLists for Bank Branch Managers* are already in print and are being widely acclaimed. *LotzaLists for Start-Up Entrepreneurs* is scheduled for publication soon.



Other Benefits!

Employees of a company or members of an affinity group can use a dedicated section of our *BrainFoodToGo.com* web portal to share their lists or participate in the process of creating their own book of completed lists! Another powerful feature is the publisher's ability to muster "tipsters" within your organization. At your option, these *Tipsters™* each receive a periodic e-mail containing a partially-completed list concerning a currently-important topic. They'll be asked to tap their personal experience, add just one tip to the list, and bounce it back. In short order, they're e-mailed a composite list of the most powerful *Brass Tacks Tips™* collected. These aggregated tips can be re-published as *BrainFood* on your organization's intranet and in its print publications... even in a special *LotzaLists* book. It's a great way to share and archive hard-to-find know-how within your organization. You'll get valuable feedback and suggestions, too.



These books can be productively used in employee development programs, customer relationship programs, and corporate marketing activities. Book "branding" is also available for affinity groups, non-profit organizations, corporations, newspapers, educators, and web masters.

Get more information from
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Look for
LotzaTips
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