



SPECIAL EDITION

ISSUE: BOOK LAUNCH!



Dear Roxi,

You know quite a lot about how long I've worked to get my leadership messages out there in the world, and you know how excited I am about my new book being published by McGraw-Hill.

[Lead Like it Matters...Because it Does](#) is arriving right now in book stores. It's also available in e-book

**IT'S HERE!
PLEASE
HELP ME
SPREAD
THE WORD**

for Kindle, iBook and Nook, and it was recently chosen to be an audio book to be released in a few weeks. To top it off, there is going to be a special Indian edition coming out in November that is being short-listed as "recommended reading" in India.

I really do need your help. We both know that **word of mouth influences people's opinion** more than anything else. Recommendations from people we trust matters a lot; it's the next best thing to our own experience. So, I'm asking you to help make **the difference** for my book, assuming you like it of course!

I'm enclosing a [SAMPLE BOOK CHAPTER](#) and the [ENDORSEMENTS](#) to help you and others know more about it. Please feel free to forward these on as well.

Just this week, Marshall Goldsmith said,
*"Roxi's remarkable collection of interactive exercises and fresh insights will both excite and challenge today's leaders! This we know - emotional intelligence is fundamental to success as a leader. **Lead Like it Matters** takes this principle and shows you how to develop that intelligence step-by-step; it will forever change the way you lead!"*

I invite you to join my *"Get the word out Gang"* and become a champion for this book. Will you help me get my message out to the women and men in your life - your friends, coworkers, and family? If so, please send messages out through your social media, professional networks, and email databases **THIS WEEK** and as often as you are willing. Let's spread the word.

If you are willing to help me launch my book, I've tried to make it easier by creating sample copy for Twitter, Facebook, LinkedIn, and your Email data bases.

[Here are some 'cut and paste' messages .](#)

I would be so honored and grateful if you would be willing to be a champion for me and help get the word out as fast and as often as possible.

VERY Gratefully yours,

Roxi

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Highland Consulting Group, Inc., 5176 Indian Fort Road, Trumansburg, NY 14886

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