



October 16, 2012 – It's Your Business: 183 Essential Tips that Will Transform Your Small Business offers the entrepreneurial advice that you need to succeed. This book contains many unexpected lessons from an assortment of entrepreneurs like Andrea Sittig-Rolf's tip #153 *Meet New People Every Week*.

Sittig-Rolf shares the “one-hour or two-contacts rule”: Allot one hour a day to making calls and developing new leads. If you manage to get two new leads in the first ten minutes of calling, quit and move on to other things. If, on the other hand, you spend an hour and wind up with nothing to show for it, you should also move on to other things.

Bottom line: A business that doesn't keep searching for new leads ends up quickly stagnating. You have to keep moving the company forward!

Best-selling author Tony Hsieh says, “If you own a small business, or are thinking about starting one, this book can help you avoid costly mistakes and help you learn many of the inner secrets of running your own company.” Robert B. Cialdini, best-selling author of *Influence: Science and Practice*, says “For anyone in the small business space, this book should be opened in the way one would open a treasure chest.”

ABOUT THE AUTHOR

JJ Ramberg is the host of MSNBC's *Your Business* and the founder of GoodSearch.com, a Yahoo-powered search engine that donates to charity with each search. She is a graduate of Duke University and received her MBA from Stanford University.

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