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August 6, 2008

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Bend Marketing Consultant Signs Book Deal with Wiley

(Bend, Oregon, August 6, 2008) Speaker, author and consultant Lisa Nirell of [EnergizeGrowth LLC](http://www.energizergrowth.com) has signed with Wiley & Sons Inc. to publish *EnergizeGrowth NOW: The Marketing Guide to a Wealthy Company*. It is scheduled to release in Spring 2009. Nirell's book is a how-to marketing and planning guide designed to help business leaders who want to eventually exit or sell their companies, but struggle to consistently and predictably attract profitable clients.

Drawing on her 25 years' strategic marketing, sales, and proprietary research experience, Nirell details time-tested strategies for overcoming the most common roadblocks to predictable growth and marketing success. *EnergizeGrowth Now* will provide readers with 11 proven strategies and planning guides that have generated measurable results with national and global companies, including Sony Corporation, IBM, Cisco Systems, and Microsoft. Client success stories are available at www.energizergrowth.com.

Current books on services marketing and planning are typically filled with interesting new ideas, but often recommend overly complex strategies . They frequently rely heavily on anecdotal, outdated information and theory about what it takes to generate sustained growth. *EnergizeGrowth Now*, written by an industry veteran and award-winning author, takes a more practical, time-tested approach. This book simplifies the process by helping readers overcome the two biggest business

growth roadblocks: limiting beliefs and lack of a written, easy to use plan that is grounded in market reality.

“Within weeks, The *EnergizeGrowth* Profile service helped us identify two strategies that would drive sales and marketing initiatives in the broadcast and business market space,” said Dan Wiersma, executive vice president at Sony Corporation in San Diego, California. “This allowed us to immediately develop the critical goals to ensure the success of our Professional Services leaders.”

About www.energizegrowth.com and Lisa Nirell

EnergizeGrowth LLC works with owners of privately-owned businesses who are dissatisfied with their current company growth or valuation. Formerly a Senior Partner with Siebel Systems (now Oracle Corporation), BMC Software, and American Management Systems (now CGI), founder Lisa Nirell has helped clients secure \$83M in new business within two years, and prepares companies to grow, sell or exit their company on very favorable terms. She has also completed two proprietary studies that identify how high performing companies increase their business valuation—and why others fall short. Her studies included exclusive interviews with Dr. Stephen Covey, Marshall Goldsmith, and Guy Kawasaki. Lisa was the first global account manager in Siebel Systems’ history to lead, design, and implement a formal account strategy for Microsoft. This strategy generated \$9M in new business within two years.

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