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New Book by Local Author Promises Success With '06 New Year's Resolutions

SALT LAKE CITY – This year your New Year's resolutions don't have to wind up on the scrap heap, if you believe the author of a new book.

"You *can* teach an old dog new tricks, and you can do it quickly, with permanent results.

"From quitting smoking to renewing your marriage, from losing 10 pounds to making 10 million bucks. Whatever your quest, following the simple formula I reveal in this book will change your business and/or your life, in 120 days or less."

So says South Jordan author, Jim Ackerman, of his new book, *THE DELTA INITIATIVE... How To Easily, Permanently Change Whatever Sucks in Your Business or Your Life, in 30 Minutes a Day, in 120 Days or Less.*

The truth is, we all have things that suck in our lives. They suck time, energy, emotional strength, mental power, money and more," Ackerman said. "We make new years resolutions to change those things, but for most of us, we just don't know how to change any of it."

Ackerman's concept is based on a system he routinely uses to help his business clients change their marketing and advertising programs for increased success. Since 1997 he has worked with over 400 small to mid-size businesses across the nation through his unique marketing coaching program. During that time he has offered each client a 400% return on investment guarantee, based on performance, and he has never had to refund a dime. He boldly

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THE DELTA INITIATIVE

claims that anyone who faithfully follows his formula is destined for success, no matter the endeavor.

“You may already know that the Greek letter ‘delta’ is the scientific notation for Change. You know... change in temperature, change in pressure, change in altitude or in this case... change in YOU!” Ackerman says.

The Delta Initiative process is based on what the author calls his five U-needs and a specific plan of action. The U-needs include...

1. The What-to-dos
2. The How-to-do-its
3. Resources to get it done
4. Feedback to do it right
5. Accountability to make sure you actually do it.

Once the pieces are assembled, the book lays out a simple, yet profound implementation plan, based on 30-minute per day action items. Ackerman claims that within 120 days you can lay the framework for lasting, positive change in any aspect of your life.

Dave Rollins, Director of International Finance for Franklin Covey agrees.

“I was just going to read the first few pages, but I couldn't stop. I read the whole thing... This is a very practical lifestyle change for continual improvement.”

A snappy, entertaining, and straight-shooting, one-hour read, it's hard to believe such a short book can pack such powerful and specific information that really does have the power to change lives.

The book sells for \$19.77 and comes with a FREE audio program and easy-to-use implementation tool. *The Delta Initiative* will be available after december 15, but can be ordered immediately online at www.thedeltainitiative.com.

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