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ARKANSAS AUTHOR ALLYSON LEWIS, NOW IN WAL-MART, TAKES ON DONALD TRUMP

FOR IMMEDIATE RELEASE, Jonesboro, AR, July 28, 2006—Wal-Mart founder Sam Walton believed in big ideas and embraced the concept of change in the marketplace. Allyson Lewis, author of the recently released book, *The Seven Minute Difference: Small Steps to Big Changes* (Kaplan Publishing, May 2006), also believes in the power of change—in fact, the key theme of her book is “Change Happens in an Instant!”™. People want to be different tomorrow than they are today.”

Isn't it funny that Sam Walton and Allyson Lewis recognize the importance of change and how it impacts employees, employers and the world? Now Allyson's book is available in every Wal-Mart in Arkansas as well as in large cities including Chicago, Memphis, Detroit, Dallas, Nashville, Jacksonville, Atlanta, Milwaukee and Columbia, MO.

According to Julie Marshall, Sales Director for Kaplan Publishing, “*The Seven Minute Difference* has received an overwhelming response from both the publishing industry and readers everywhere. The book's unique message and easy-to-apply strategies resonate with everyone, and placement in Wal-Mart seems like a perfect match.”

The publishing industry is highly competitive, and it is tough for a non-celebrity author to compete with the likes of Donald Trump. However, Arkansas author Allyson Lewis has cracked the code. Last week, Niesen Bookscan (the clearinghouse for point-of-sale book industry data) ranked *The Seven Minute Difference* among the top 100 Business Books, tied with Donald Trump's book, *Trump Strategies for Real Estate*.

President of Seven Minutes, Inc., Susan Naylor, said “We launched this book 12 weeks ago and what a success it has been, with multiple city tours, television interviews, and corporate speaking engagements. As Allyson travels around the country spreading the message of change, she has received a hugely positive response from individuals and corporations alike.”

According to author Allyson Lewis, “I talk to people from all walks of life, from stay-at-home moms to senior corporate executives at America's most prestigious companies, and the common view is that change is hard. My message is that change does not have to be difficult. I believe change truly does happen in an instant, it happens the moment we decide to change and that it can happen in as little as seven minutes at a time.”

The Seven Minute Difference: Small Steps to Big Changes (Kaplan Publishing, \$20.00, 246 pages, 5 x 7.375 hardcover, ISBN 1-4195-3723-7) is available at neighborhood and online booksellers or by calling 800-245-BOOK.