

FINGERTIP SOLUTIONS

NEWS RELEASE

July 21, 2003

ALBERTA AUTHOR WINS NORTH AMERICAN BOOK AWARD

Alberta author Sue Paulson was recently awarded first place in the self-help category of the 2003 Independent Publisher Book Awards for her book, *Tips & Tools to Speak With Confidence - Keys to Finding Your Voice*.

Paulson's book was one of 1,575 titles competing in the awards with entries received from all 50 US states and six Canadian provinces. Canadian books won in seven of the 52 categories.

The awards were presented May 30 at Book Expo America – North America's premiere book event. However, Paulson, from Sherwood Park, was not present and was completely unaware of the award. She was in Guyana (South America) for almost a month this spring on a volunteer project for CESO (Canadian Executive Service Organization).

"In late June, there was a trophy in the mail – you can imagine how surprised I was!" says Paulson. "It is an honour to be recognized on an international stage."

Speak with Confidence provides practical strategies to help everyone overcome public speaking fears and develop confidence and competence in front of a group. Readers can learn simple, effective steps to better speaking by reading the book and by watching the concepts demonstrated on the companion CD.

Judges comments included "Nice package, both content and design-wise", "Very user-friendly", "Great charts, tips & summaries", and "One of the best companion CDs I've seen".

Jim Barnes, Managing Editor of Independent Publisher Online had this to say: "Here is a self-help book that offers real help, and it's quick and accessible. This book and CD are loaded with wisdom, advice, and resources. It's a complete package and a real winner."

Speak with Confidence, published in 2003, is the second book in a *Tips & Tools* series Paulson began in 1999. Her first book, *Tips & Tools for Student Success – Keys to Higher Grades*, was, as she explains, "a modest effort, with low-paid help on a shoestring budget." However, it was a regional publishing success when the first printing, "a respectable 2800 copies," sold out quickly. The second printing, published in Fall 2002, is doing equally well.

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Paulson, an educator, teaches study skills, business writing, and public speaking part time at Grant MacEwan. In 1999 she started FingerTip Solutions, a small publishing and training company, that publishes the *Tips & Tools* series. It was the training portion of the business that led her to Guyana this spring where she was introducing learning skills and helping teachers design a study skills component for their fall curriculum.

The *Speak With Confidence* book was a collaborative effort of talented entrepreneurs, according to Paulson. Though she wrote the book, she credits several Edmonton-based small businesses for helping make it a success: Jack Born of Design Quarry for the book's design, book cover and CD label; Tim Moores of ProVision Graphics & Multimedia for the production of the CD and design of the website; and Carly King of Discerning Words for the editing and script-writing for this innovative learning system. Private investors and the Alberta Women's Enterprise Initiative Association helped fund the publishing of both books.

Copies of Paulson's books are available at Greenwood's and the major Coles/Smithbooks stores, or by phoning (780) 449-6633. Visit www.fingertipsolutions.com for a listing of products and services.

For more information about the Independent Publisher Book Awards and a full listing of 2003 winners and finalists, visit www.independentpublisher.com/ipaward.lasso.

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