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FOR IMMEDIATE RELEASE

Terri Sjodin's *Small Message, Big Impact* Hits Three Bestseller Lists

New Greenleaf Book Group title ranks 4th on The Wall Street Journal list, 12th on The New York Times list and 5th on USA Today list

June 13, 2011, Austin TX – *Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You* by Terri Sjodin reached #4 on the *The Wall Street Journal's* Hardcover Business bestseller list, #12 on *The New York Times'* Hardcover Advice & Misc. list and #5 on the USA Today Money list. Sjodin's book shares entertaining and practical advice on effectively conveying an important message in a short period of time. Revealing how to build a persuasive case, bring a message to life and implement an authentic voice, *Small Message, Big Impact* is a valuable resource for any industry or purpose, be it professional, academic, political, philanthropic or personal.

Terri L. Sjodin is the principal and founder of Sjodin Communications, a public speaking, sales training and consulting firm. For more than twenty years, Terri has served as a speaker and consultant to an impressive list of companies, industry associations, academic conferences, CEOs and members of the United States Congress.

This is Greenleaf Book Group's eleventh book to hit bestseller status on lists including *The Wall Street Journal*, *New York Times* and *USA Today*.

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About Greenleaf Book Group:

[Greenleaf Book Group](http://www.greenleafbookgroup.com) is a publisher and distributor best known for its innovative business model, distribution power and award-winning designs. Named one of the fastest growing companies in the United States by *Inc.* magazine, it has represented more than 1,000 titles, including eleven that hit the *New York Times*, *Wall Street Journal* or *USA Today* bestseller lists. You can learn more about Greenleaf on its website <http://www.greenleafbookgroup.com> and blog <http://www.bigbadbookblog.com>.

For more information or to schedule an interview with Chairman and CEO Clint Greenleaf, contact Andrea Newsome at andrea@greenleafbookgroup.com or 512-891-6100.