

NEWS RELEASE

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Get Your Media Calls Returned

New York, NY, June 6, 2000 -- Tired of being shut out? Tired of not having calls returned? Tired of being interrupted mid-pitch? Tired of hearing “I’m not interested” or “It’s not for us?”

D.F.D. Publications is pleased to announce the publication of ***Cold Calling for Women: Opening Doors & Closing Sales*** by Wendy Weiss. ***Cold Calling for Women*** outlines clearly and succinctly, step by step, the what, why and how of making an effective telephone pitch. How we perceive ourselves, how others perceive us, the societal norms of what is “feminine” versus the proactive approach needed to be successful all come into play. Now--at long last--a book that addresses these special concerns! Whether you are making new business calls, pitching a new story or following up with media contacts ***Cold Calling for Women*** offers down-to-earth, practical, specific advice based on real-life, hands-on experience.

Wendy Weiss is a speaker, consultant and personal coach specializing in cold calling and new business development. In business since 1988, her marketing/sales skills combined with a hands-on understanding of how to craft a successful telephone pitch result in a book that is both interesting and results oriented.

Cold Calling for Women: Opening Doors & Closing Sales is available from D.F.D. Publications, P.O. Box 20664, London Terrace Station, New York, NY 10011, by calling toll free: (888) 522-8212 or through our web site: www.wendyweiss.com. The price is \$15.95. ***Cold Calling for Women*** also comes with a 100%, total, money back guarantee.