

For immediate release

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## The Secret to Business Success Build Great Connections with Charisma

Is charisma the secret to success? Good interpersonal skills are vital to gaining customer satisfaction, closing sales, getting phone calls returned and building a network of referrals. "Charisma can be your gold mine of unlimited possibilities," says charisma coach Arnold Sanow. "It's a magnet for success that attracts the interest and attention of others, generating ever-expanding networks and unlimited opportunities."

Sanow and coauthor, Sandra Strauss, have created an innovative tool to help business people make positive, powerful and lasting connections with high-performance impact. **Charisma Cards™—50 Irresistible Ways to Energize Your Personal Magnetism** were created to teach people how to achieve successful connections in both their personal and professional relationships. They provide simple, yet compelling strategies to motivate, inspire and energize users to create and sustain positive, productive and powerful relationships.

**Charisma Cards™** are ideally suited for training high-quality customer service, marketing and sales departments; the staff and volunteers of nonprofit operations; government employees and valuable for anyone who wants to boost personal performance and enjoy more satisfying professional and personal relationships," says Strauss.

"**Charisma Cards™** are designed as handy, pocket-size tools packed with empowering strategies to both forge and fortify valuable connections," says Strauss. "They focus on techniques for building a powerful presence that gains the attention, admiration and respect of others."

Each card offers tips for immediate application to enhance good communication, boost confidence, strengthen relationships and focus on the qualities that are vital to developing personal magnetism. "Cultivating charisma is a powerful performer in the world of business," says Sanow.

Card decks are printed in black and gold with eye-catching graphics. They're uniquely packaged in a black suede drawstring pouch imprinted in gold. Their attractive packaging conveys that "something special" quality and makes them ideal gifts for both the consumer and business markets.

### Custom Capabilities Available

Quantity orders can be customized with a business or organization's logo and marketing message. A customized card about the company or organization can be added to the deck, providing a promotional opportunity. The pouch is also available for customization with an organization's logo.

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