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**NEW YEAR PUBLISHING LAUNCHES THOM SINGER'S HIGHLY ANTICIPATED  
NETWORKING HOW TO MANUAL**

*“Some Assembly Required: How to Build, Grow and Keep your Business Relationships”*  
provides proven strategies for turning your network into real dollars

AUSTIN, October 4, 2005 – Based on the premise that the best business relationships are personal, this book shows why people buy products and services from people they know and like. Written as a How To Manual, it provides tips on how to expand your business, make more money and have a great time doing it.

According to author Thom Singer, building a network of business contacts is one of the most empowering things you can do to help your career. Whether you want to grow in your current job or position yourself for a new opportunity, it's hard to make that leap on your own. Anyone can train themselves to build relationships, regardless of their comfort level in social interactions. In a world where products and services are becoming commodities, having the advantage of being liked is more and more critical to professional success.

“Some Assembly Required” teaches people easy ways to:

- Meet people and develop friendships
- Stand apart from the crowd by having a signature gesture
- Write memorable follow up notes
- Put others at ease in a social networking situations
- Remember names and other pertinent information on demand
- Keep track of who you've met and what makes them special
- Turn your network into real dollars
- Make yourself a Go To Person in your industry

“‘Some Assembly Required’ is a must read for those serious about expanding their networks,” says Brian Fenske, partner with Fulbright & Jaworski LLP. “People in all industries can appreciate the practical tips and exercises included in the book. I look forward to having my team read his book.”

The book is filled with example after example, both from the author's own experiences and the experiences of others. Singer, a gifted orator and storyteller, addresses keeping in touch with

others by celebrating their highs and also supporting their lows. Singer, like many people, has weathered economic and career setbacks, but his network of contacts has always helped him rebound. He even applied his networking best practices to the crisis of his own infant daughter needing brain surgery. The book also includes tactful and effective messages on the importance of a first impression, setting career goals and exercises for actually figuring out how to expand your client base.

“Some Assembly Required” is a repository of useful data. Singer explains why Knowledge is Power and gives useful advice as to how to make sure your contact database, in whatever form you keep it in, is always up to date. One of the book’s highlights is the chapter on keeping in touch and includes more than a dozen examples of memorable ways to reach out to people, including hosting your clients, prospects and their kids at a local sporting event.

“Some Assembly Required” can be purchased for \$19.95 online at [www.thomsinger.com](http://www.thomsinger.com) or in select retailers. Additionally, Singer is also available to speak on the book’s content.

### **About Thom Singer**

Thom Singer is an expert in branding, positioning and networking, and has trained more than 1,000 professionals in the art of building professional contacts that lead to increased business. An accomplished speaker and presenter, Thom has authored numerous articles for business and marketing publications, including “The Austin Business Journal”, The Legal Marketing Portal and “Professional Marketing Magazine”. Thom’s work experience includes stints with RR Donnelley, Brobeck Phleger & Harrison, Andrews Kurth LLP, Marsh, Inc., and SPI Litigation Direct. Thom and his wife, Sara, make their home in Austin, Texas and are the parents of two young daughters.

### **About New Year Publishing**

New Year Publishing, LLC was founded in 2004 and provides career-enhancing content to business leaders. Its first title, “Some Assembly Required”, is a networking skills manual. New Year Publishing is headquartered in Danville, California.

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