



Life Mentor Lance Heft Introduces "Your Turn To Win" Program

Creston Advertising & Marketing, Inc., April 04, 2008

URL: <http://www.pr9.net/business/services/7783april.html>

Empowerment expert Lance Heft's self help book, a new 5.5 x 8.5 Softcover book located in the Self Help/Business Leadership Category, and is now available worldwide on book retailer websites such as Amazon, Target.com and at http://www.selfgrowth.com/experts/lance_heft.html where Heft is featured as a leading Life Mentor expert. Suggested retail price \$24.95.

PR9.NET April 04, 2008 - New York, NY - Diane T. Creston, spokesperson for Lance Heft, leading Life Mentor, author, business man and entrepreneur announced today that Lance Heft's highly anticipated new book, "Your Turn To Win" has been released.

Heft states, "My mission was to create a book with actionable life changing guides. Any goal can be achieved if you keep four main elements in mind -- desire, commitment, responsibility and outlook. These four things have been instrumental in my life and they have enabled me to build the life I enjoy.

My insights are based on many of the lessons that I have learned throughout life. You can move beyond your fears and "survival mode" into a new way of thinking—a way of living that has lead me to a life of success. Most people struggle with their histories and get caught up in their fears and end up with a life that's nothing like the life they envisioned. This is the perfect program for anyone who wants to achieve change and success.

"Your Turn To Win" is filled with easy-to-follow guidelines in over 13 chapters of valuable advice that has made Lance Heft a personal success and a respected Life Mentor. Marketing includes radio, web and TV promotion including nationwide PBS appearances. Recent PR includes: Forbes.com, USA.com, Google.com.

"What makes this program different is that the other programs basically tell you what you already know and that's not productive. My empowerment programs give you a concrete road map for the immediate future and the rest of your life."

About the Book

Michael A. Karloutsos, proprietor of the landmark Water Works restaurant in Philadelphia states, "On Monday, June 11th, The Water Works Restaurant and Lounge is pleased to host Mr. Lance Heft as our guest speaker to address and inspire members of our corporate family.

"Lance is an inspirational figure who has excelled in business and has set the gold standard for success. We are thrilled to have Lance share his secrets to fulfillment with us and we are looking forward to seeing the positive impact his philosophy will make on us in and out of the business."

PBS Vice President and "Creative Living" host, Sheryl Borden states, "Everyone has the desire to improve themselves and to believe in themselves. With Lance Heft's book, "Your Turn to Win," we can each dream big, work at our strengths, improve on our weaknesses, and learn to live the life we truly want to overcome life's major roadblocks. It was indeed a pleasure to get to interview Lance for "Creative Living," and it's obvious he "walks the walk" as well as tells the story. He is an inspiration to all of us."

Tim Thomas, business consultant, entrepreneur states, "Clear, concise and comprehensive. Lance gives us the first, practical field guide for leaders, and anyone who wants to create productive and lasting change.

Seth Fuelner, the owner of Gifted Hands Therapy states, "Lance developed a Transformation Process that has proven successful time and time again. It's worked for me. The Formula for Transformation consists of three things: Daily Convictions + Your Achievement Process + Persistence = Transformation. This process has given Lance the tools to achieve a life that most people dream about."

Donna Ehrich, Doula / midwife and mother of two, states, "Lance book helped me to get back to my own clean slate, the slate that is free of all of all the bad messages and life's baggage"

Cartoonist and Author, Paul Kleba: " Lance takes the little information that you have right now, and helps you plan your whole {life's} trip."

###

About Creston Advertising & Marketing, Inc.

A leading New York based, award-winning marketing agency that specialized in branding, advertising, corporate ID, new media, commercial/video production and media placement. Creston has a solid reputation for stretching media budgets.

Phone: 212-400-8698
Website: <http://www.crestonadvertising.com>
E-Mail: crestonassoc@aol.com
Address: 305 Madison Avenue, Suite 449
New York, NY 10165

[PR9.NET - Your Free Press Release Service](#)