

PRESS RELEASE

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FOR IMMEDIATE RELEASE

DOCTOR OF THINKOLOGY WINS MAJOR PUBLISHING AWARDS FOR FIRST BOOK

First time author, Jonathan O'Brien, th.d, (Doctor of Thinkology degree from the universitatus committeatum eplurbis unum) and Sandy Point Ink's director of thinkology, has been recognized by independent publishing's preeminent awards programs recognizing excellence in independent publishing for his first book **RIGHT BEFORE YOU WRITE: The Groundbreaking Planning Process Used To Win More Than \$385 Million In Competitive Grant Awards.**

Three awards were presented at ceremonies in New York City just prior to the annual BookExpo America Trade Show in May. A fourth award, the 2009 Axiom Business Book Awards, was presented earlier this year and final results of a fifth award will be in July.

RIGHT BEFORE YOU WRITE (\$16.95; September 2008; distributed internationally by Independent Publishers Group, www.ipgbook.com). Industry honors include:

- SILVER MEDAL-General Business/Economics Category, 2009 Axiom Business Book Awards
- BRONZE MEDAL-Writing/Publishing Category, 2009 IPPY Award
- FINALIST-Writing Category, ForeWord 2008 Book of the Year
- FINALIST-21st Annual Benjamin Franklin Awards™ The Bill Fisher Award for Best First Book (Nonfiction)
- NOMINATED-Alliance for Nonprofit Management 2009 Terry McAdam Award

Based on "Jon's Almost World Famous Seven Cs!", this seriously fun approach maintains that to be effective, a grant proposal, like all good writing, should tell a tale. It demonstrates how the storytelling techniques of Hollywood's top screenwriters can help program planners hone a vague idea into a compelling concept imbued with structure and real-life drama—just the thing to capture the attention of funding agencies.

Managing Editor Jim Barnes of Independent Publisher Online, declares, "This is the funniest book about writing I've ever read--and also the most serious... O'Brien covers the basics and the details with the same take-no-prisoners style, and turns a complicated topic into a learning adventure."

Upon notification of the awards competed for by large and small publishers, first time author O'Brien responded, "Winning theses competitive awards is very flattering. But so far, the most gratifying part of this process is watching how this book helps good people with good hearts win desperately needed grant awards for their good causes."

Visit Sandy Point Ink's website at <http://www.sandypointink.com> for more information, or contact Charlotte O'Brien at 866-674-5222 or cobrien@sandypointink.com for background on the book and author, and to schedule interviews.

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