



FOR IMMEDIATE RELEASE:

**Portfolio / Penguin Acquires New Edition of the National Bestseller
SMALL MESSAGE, BIG IMPACT by Terri L. Sjodin**

February 15, 2012. Portfolio, the business book imprint of Penguin Group (USA), has acquired world rights to the national bestseller *SMALL MESSAGE, BIG IMPACT: The Elevator Speech Effect*, by Terri L. Sjodin. The original edition, published by Greenleaf Book Group, was a *Wall Street Journal*, *USA Today*, and *New York Times* business bestseller. A new hardcover and ebook edition will be published in September 2012.

"We're delighted to add Terri to our list," said Adrian Zackheim, the President and Publisher of Portfolio / Penguin. "She has an important message and powerful strategies that can help people in every field."

Sjodin argues that in this age of information overload, no business skill is more essential than being able to connect with others quickly, whether in a one-on-one meeting or in front of thousands of people. She defines an elevator speech as any brief presentation that introduces a product or idea. Its purpose isn't to say everything about a topic — just to intrigue and inspire the listener to want to hear more. Her book is an entertaining, practical guide to making elevator speeches as effective as possible in the shortest possible time.

The new edition of *SMALL MESSAGE, BIG IMPACT* will include an afterword by bestselling author Harvey Mackay, who writes, "This is the definitive how-to for the all-important three minutes that will help you get your foot in the door. It will show you how to take your elevator speech from the ground floor all the way to the top!"

Sjodin is the principal and founder of Sjodin Communications, a public speaking, sales training and consulting firm. For more than twenty years she has served as a speaker and consultant for Fortune 500 companies, industry associations, academic conferences, CEOs, and members of the Congress. She lives in Newport Beach, California.

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