



FOR IMMEDIATE RELEASE
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**TOTAL CAREER SUCCESS WITH KEN & SHERYL DAWSON —
VOICEAMERICA INTERNET RADIO SHOW**

***December 1, 2008 Show Features Michael Gerber, Author of Best Selling E-Myth Books!
World's #1 Small Business Guru Advises on Succeeding in Small Business***

Michael E. Gerber is the Founder of E-Myth Worldwide the coaching, training, and education firm he founded to transform the development of small businesses worldwide. As the author of eight *E-Myth* books, including the mega-bestseller *The E-Myth Revisited*, Michael Gerber has established his revolutionary perspective as the gold standard for small business development, becoming what *Inc. Magazine* called "the world's #1 small business guru". The show is designed to inform listeners and encourage them to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Mr. Gerber will share insights on important considerations regarding becoming an entrepreneur as well as the impact of the current economic situation on small business and particularly startups.

Michael Gerber's passion and genius for understanding the plight of the individual entrepreneur is the crux of his tremendous appeal and success, and has formed the core value of the *E-Myth* brand as it has evolved over nearly three decades. Sheryl Dawson observed, "Indeed, the unique ability of Michael Gerber's *E-Myth Perspective* to help desperate small business operators overcome their "entrepreneurial seizure" and begin to work ON their business, and not merely IN it, is the very heart of the *E-Myth* revolution."

Michael Gerber has turned his attention from the development of existing businesses to the special needs of entrepreneurs in the startup by launching a new venture for entrepreneurs seeking to create world class startups. Based on his experiences with entrepreneurs In The Dreaming Room, Michael has released his newest book--*Awakening the Entrepreneur Within: How Ordinary People Can Create Extraordinary Companies*. Mr. Gerber shared, "The Awakened Entrepreneur® is inspired by the belief that to flourish a business truly must touch the lives of each of its four primary influencers--its customers, its employees, its suppliers, and its lenders & shareholders--in a deep and meaningful way. Awakened Entrepreneurs seek a path that has, at its core, a higher, more inspiring meaning than just making money, or selling a product, or seizing market share. Above all, they are trailblazers seeking to transform lives in all that they do and through their companies fulfill that deep abiding vision in each of us to transform our world."

Ken Dawson, co-host said, "Whether you are a successful entrepreneur, struggling entrepreneur, or aspiring entrepreneur, don't miss this opportunity to hear from the entrepreneurs expert!" To listen to the broadcast, please visit www.voiceamerica.com or www.tcsworldwide.com and click on the VoiceAmerica Radio icon. The show will air live at 11 – 12 noon Central on December 1 and will then be available as an archive on the web site or to be downloaded to MP3 players and cell phones. During the show call-ins are welcome.

About Mr. Michael E. Gerber

International consultant, writer, and speaker, Michael Gerber is founder of E-Myth Worldwide which has achieved stunning results by helping to grow more than 60,000 business clients in 145 countries. In 2005 he founded In the Dreaming Room, LLC, which is conducting 2 _ day intensive weekend gatherings for entrepreneurs in the startup phase of their businesses in the United States, Canada, the United Kingdom and around the world. For additional information visit www.e-myth.com and www.inthedreamingroom.com .

About Total Career Success

Total Career Success, which is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3rd edition. They have served corporations in outplacement and career development as well as talent management for 30 years through their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations. For more information, visit <http://www.tcsworldwide.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com> .

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