## PUBLISHERS DESIGN GROUP

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# Ponders, Proverbs & Principles

Rodney R. Weckworth with Foreword by Zig Ziglar

'It will make you feel better about life in general... a reason to smile when the need is great.'—Zig Ziglar."

The best quotations, proverbs, wisdom, trivia, and humor compiled into one of the most inspiring, motivating, and character-building volumes! Many of the stories are true, some are fictional, but all of them will move the reader to achieve his or her potential for life's best. The emphasis is on practicality through timeless insights from the world's great personalities.

ISBN 1-929170-16-5

**Category:** Reference/Quotations **Price:** US\$14.95 CAN\$

Format: Paper Trim: 6 x 9h Page Count: 344

**Illus:** 10 Pondertoons (B&W drawings) **Appendix:** Answers to 300 Bafflers

Carton Quantity: 32

**Author Resides:** El Dorado Hills, CA

#### **Competition:**

- Oxymoronica: Paradoxical Wit and Wisdom from History's Greatest Wordsmiths: Mardy Grothe, Cl \$14.95, HarperCollins, Mar. 2004, ISBN: 0-060536-99-3
- Mark Twain's Helpful Hints for Good Living: A Handbook for the Damned Human Race: Mark Twain, Cl \$19.95, University of California Press, Oct. 2004, ISBN: 0-520242-45-9
- Leadership 101: Inspirational Quotes and Insights for Leaders: John C. Maxwell, Cl \$6.95, Honor Books, Oct. 1997, ISBN: 1-562923-69-2
- Esquire The Meaning of Life: Wit, Wisdom, and Wonder From 65 Extraordinary Lives: Esquire Magazine, Cl \$19.95, Hearst Books, Sept. 2004, ISBN: 1-588162-61-3

### **Endorsements:**

- Zig Ziglar
- Coach Dan Reeves, Denver Broncos
- General Norman Schwartzkopf, Alan Greenspan, Colin Powell, Paul Harvey

## Sales Materials to support the book:

- Finished Books
- Color Sell Sheets & Sample Covers

## Marketing:

- Co-op available.
- Sending review copies with publicity materials to top 100 relevant media outlets
- Scheduling placement of 2-3 author- and subject-related articles in business, family lifestyle, and Christian publications in 2005
- Scheduling 5-7 event speaking engagements, primarily business, 2005-06
- Author hosts nationally syndicated columns for general interest, business, and family sections of newspapers and online business forums
- Targeted press releases for book launch

#### **Sales Handles:**

- Includes 300 subject-categorized collections
- Prominent, recognized endorsements
- First in series of 4 related "Ponders" titles
- Author actively writes for publications
- Bafflers and trivial facts make the book useful as an engaging family activity
- Moral and character-building features make it a favorite among parents and employers
- A companion title, Ponders For Women: From the Boardroom to the Sewing Room, due to be released in late October, 2005

#### **Audience:**

- Families with kids, for entertainment while traveling or at home, or for gifts
- Businesses looking for gifts for clients or employees, while promoting the characterbuilding aspects of the book
- Trivia lovers, those who need to know something unusual or insightful
- Travelers, both business and personal