



**ADVANCED MEDIA ALERT  
LOCAL EVENT JANUARY 23, 2011**

**LAKWOOD AUTHOR DIANE HELBIG TO PRESENT FROM HER  
BOOK LEMONADE STAND SELLING AT BARNES & NOBLE AT  
GREAT LAKES MALL/MENTOR, OH ON JANUARY 23<sup>RD</sup>**

(LAKWOOD) – Cleveland area entrepreneurs and small business owners can take advantage of a free presentation by local author Diane Helbig on how to grow business sales from her book **Lemonade Stand Selling: Accelerate Your Small Business Growth (Sales Gravy Press, 2010)**. Helbig will present a fresh take on the business sales process and will sign copies of her book at the Barnes & Noble Store at Great Lakes Mall/Mentor, OH on Sunday, January 23<sup>rd</sup> at 2:00 p.m.

The Lakewood, OH Certified Small Business Coach and founder of [Seize This Day Coaching](#) wrote **Lemonade Stand Selling** to help simplify the business sales process for entrepreneurs and small business owners. Critics nationwide have agreed, calling the book a “Must read” and “Helbig gives insightful, step-by-step directions on how to move from an idea to an action; a process that works every time.”

Lemonade Stand Selling offers a straight forward, easy to use approach to growing business sales. The paperback book retails for \$14.95 and is available online at [Barnesandnoble.com](#) and at the event. The event is free and the public is invited to attend. Barnes & Noble Great Lakes Mall/Mentor is located at 7900 Mentor Avenue Mentor, OH 44060.

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