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**Portfolio/Penguin to publish new book *Scrappy: A Little Book About Choosing to Play Big*
by bestselling author Terri L. Sjodin on August 23, 2016**

March 31, 2016. For those times when hard work and persistence just aren't enough, Terri Sjodin's new book is a smart and savvy guide that will inspire you to get *Scrappy* and beat the odds. To be scrappy is to have the determination of a street fighter, to take risks and play big no matter what obstacles or opposition you face.

In *Scrappy*, Sjodin tells the stories of extraordinary-ordinary people who reached impressive goals while saving time, money, and sanity in the process. Drawing on research, interviews, and personal experience, she identifies best practices and shares stories of scrappy tactics that worked (as well as those that crashed and burned), providing both down-to-earth and over-the-top ideas to consider.

You will hear about the Girl Scout who sold 117 boxes of cookies in two hours outside a medical marijuana dispensary, an entrepreneur who turned his home into an indoor jungle to sell investors on his Rainforest Café Restaurant chain, and many more incredible examples. They aren't just stories of good luck, but of a scrappy approach that is replicable and proven to work if executed effectively.

Whether you're a sales rep, a job-seeker, an entrepreneur, or a Fortune 500 executive, the fastest and most effective way to get what you want is to get scrappy. You will learn:

- Why getting scrappy is a choice to play big
 - How to cultivate your best ideas
 - How to manage risk and bounce back from mistakes and failure
 - How to scale a scrappy culture and strategy within an organization
 - How to execute your plan when you're ready to put your tush on the line
- ...And much more.

For those who already relate to the idea of getting scrappy, this book will help take your efforts to an entirely new level. If this is a new or foreign concept, don't worry. Most people have not been encouraged to get scrappy. Getting scrappy isn't a topic taught in academic environments or even in a traditional workplace. Quite the opposite. That's why it works. It's practical and tactical and the results will be transformational.

About the Author: 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 Congress. She lives in Newport Beach, California. She is the author of *Small Message, Big Impact: The Elevator Speech Effect*, published by Portfolio in 2012. For more information about the book and Terri Sjodin, visit: www.scrappy-thebook.com.