

# BARNES & NOBLE Events

401 Newport Center Drive, Newport Beach, CA 92660    **Phone:** 949.718.0109

**Store Hours:** Sunday - Thursday 9:00 am - 10:00 pm, Friday and Saturday 9:00 am - 11:00 pm

## Book Release & Signing Event!

Featuring Special Q & A with author Terri Sjodin

by Jen Earle: NAWBO National CEO

& Loreen Gilbert: NAWBO National Board Member and

Past President, NAWBO-Orange County, CA



NAWBO

National Association of Women Business Owners



**Title:** SCRAPPY - *A Little Book About Choosing to Play Big*

Written by Terri Sjodin

**Date:** Wednesday, August 24, 2016

**Time:** 5:30 pm - 7:00 pm

Interview and Q&A with the author from approx. 6:00 - 6:30 pm

**Location:** Barnes & Noble Booksellers - Fashion Island

401 Newport Center Drive, Newport Beach, CA 92660

We hope you will join us!

### Book Description

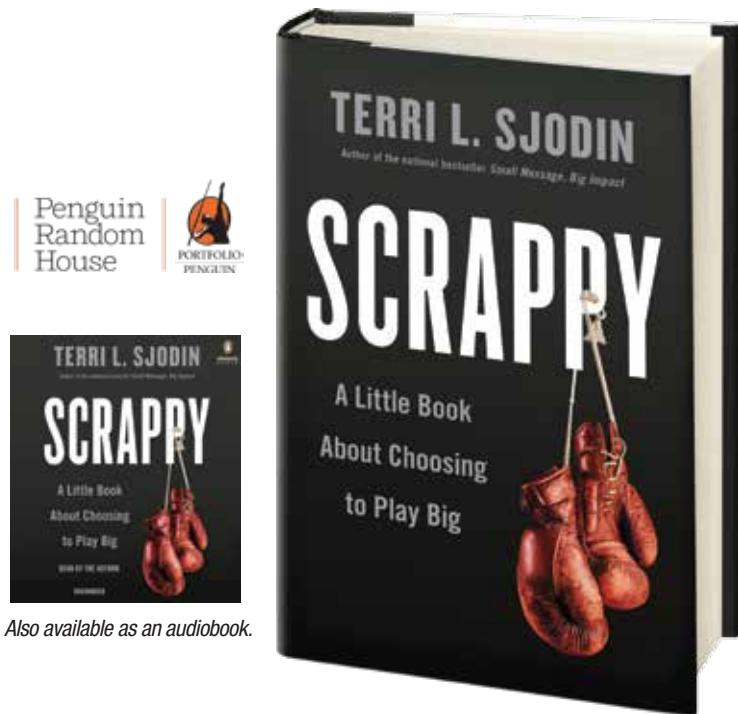
**Scrappy** \skra-pē\ adj:

Full of fighting spirit—synonymous with having moxie, being feisty, enthusiastic, gutsy, lively, and spunky

In today's competitive market, it takes more than just showing up, more than persistence, more than just having a dream to reach your goals. Sometimes you have to roll up your shirt sleeves and get a little scrappy to beat the odds!

Drawing on research, interviews, and her own personal experience, Terri Sjodin's new book Scrappy identifies the habits that will help you develop your scrappy attitude, craft a clever strategy, and execute your next plan. She shares stories of scrappy tactics that have worked and those that have crashed and burned. She also explains: why getting scrappy is a choice to play big, how to cultivate your best ideas, how to manage risks, and how to scale a scrappy culture within any organization, big or small.

Whether you're a sales rep, a job seeker, an entrepreneur with big dreams but a small budget, or a corporate executive aiming for the next level of success, the fastest way to get what you want is to get scrappy.



For more information, please visit  
[www.scrappy-thebook.com](http://www.scrappy-thebook.com)



### About the author...

TERRI L. SJODIN is the author of the National Bestseller **Small Message, Big Impact** and 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.

*Can't make it to the Book Release Event? Order your copy online at: [www.barnesandnoble.com](http://www.barnesandnoble.com)*