

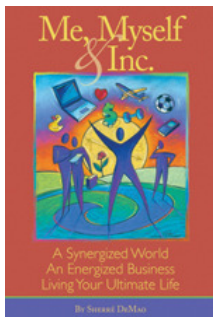
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Me, Myself & Inc. named top Business Shelf pick

Midwest Book Review says Me, Myself & Inc. "a must" in Small Press Bookwatch December 2009 top picks



Oregon, WI / Charlotte, NC – Midwest Book Review (MBR) named *Me, Myself & Inc. – A Synergized World, An Energized Business, Living Your Ultimate Life* among only seven Business Shelf top picks for its December 2009 issue of Small Press Bookwatch. According to MBR's review, the book is not just a must-read for entrepreneurs, but "... for anyone who thinks they have too much to juggle in their lives."

The review states, "Life and business are two things constantly conflicted against one another. 'Me, Myself, & Inc.: A Synergized World, An Energized Business Living Your Ultimate Life' is a guide to synergizing one's business and personal lives, giving much advice to helping people manage the two ... and be quite the success in both. 'Me,

Myself, & Inc.' is a must for anyone who thinks they have too much to juggle in their lives."

According to Sherré DeMao, the book's author, the whole idea of balancing life and work has created this impossible situation and expectation. "Balance doesn't work and leaves us feeling frustrated, guilty, and sacrificing where we may not want to sacrifice," stated DeMao. "The reason it does not work is we really need to be focusing on the three aspects of who we are." DeMao defines these as Me, Myself and Inc. in her book. "A person cannot divide the three aspects of who they are by two, which is what work/life balance attempts to do."

In regard to the review by Midwest Book Review citing *Me, Myself & Inc.* to be a must for anyone, DeMao was pleased that the reviewer recognized the book's message having universal appeal. "While the book is targeted to entrepreneurs, anyone who is making a living and making a life could benefit from the lessons and examples throughout," concurred DeMao.

Midwest Book Review (MBR) was established in 1976 with a mission to bring attention and recognition to books being published by small and independent publishers. More than 1,500 books are submitted monthly for review with half being assigned to a reviewer and considerably less making the cut to one of MBR's top picks publications and category sections. MBR is considered the leading resource to booksellers and libraries across the United States and Canada in selecting books by small publishers.

Published by GreenCastle Publishing, *Me, Myself & Inc.* is available through www.memyselfandinc.com and will be available nationally and internationally on January 1, 2010 at numerous retailer sites including Barnes and Noble (www.bn.com) and Amazon.com. Numerous entrepreneurial vignettes are shared throughout the book with the final section of the book featuring inspiring stories and "Synergized Insights" of entrepreneurs from across the Carolinas and across the country including Sara Blakely with Spanx, Ben Cohn and Jerry Greenfield with Ben & Jerry's, and John and Bert Jacobs of Life is good, Inc. The first 20 chapters of the book end with questions and exercises to help readers get to the core of what may be holding them back, distracting them, or making what they are trying to achieve more difficult than it really needs to be. For more information about the book, visit www.memyselfandinc.com.

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