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New Book Shows Businesspeople How to Make Unforgettable First Impressions

Scott “The Nametag Guy” Ginsberg Releases *The Power of Approachability*, Teaches Networking and Communication

ST. LOUIS, MO (March 21, 2005) – Businesspeople need to make a good first impression, but *good* is no longer good enough. They need to make an UNFORGETTABLE first impression! In his new book, *The Power of Approachability*, (Front Porch Productions, \$14.95, ISBN 0-9726497-1-9) Scott Ginsberg, aka “The Nametag Guy,” offers readers a fresh look at the essential element of approachability.

“Successful networking, first impressions, conversation and communication are all a function of approachability,” explains author Scott Ginsberg, “and once people develop the skills and confidence to approach others, as well as the openness to be approached by others, they will see an immediate enhancement in their communication and networking skills .”

The Power of Approachability is an invaluable guide and resource for anyone who wants to become an unforgettable communicator – one conversation at a time. While there are other self-help/how-to books on communication, Ginsberg’s book is different. It’s not just a how-to book, it’s a how-to-BECOME book! He offers several keys to approachability such as:

- How use correct arm placement, self-disclosure and open-ended questioning to become a great conversationalist
- Dozens of tips to help maintain your “mobile approachability” with proper cell phone and email etiquette
- The 7 Habits of Highly Horrible Networkers, and how to avoid them to develop mutually valuable relationships
- Attitudes and Actions of Awesome Hospitality to make new members and guests feel welcome to your organization

*“The world would be a better place if more people would adopt Scott’s straightforward approach to communication.” --Catherine Ryan Hyde, Author of *Pay it Forward**

“Concise and powerful techniques applicable to any generation wanting to make a more personal and professional connection...a must read and a must have resource on your shelf!” --Dr. Jeff Magee, CEO of Jeff Magee International

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ABOUT SCOTT GINSBERG

Scott Ginsberg is a professional speaker and the author of *HELLO my name is Scott* and *The Power of Approachability*. As the owner of the St. Louis based company Front Porch Productions, Scott works with businesses, students and organizations around the country who want to become UNFORGETTABLE communicators – one conversation at a time. Scott has been internationally recognized as “The World’s Foremost Expert on Nametags” by the Washington Post, CNN, USA Today, Paul Harvey and The Associated Press and he contributes regular columns to a variety of online and print publications.