

GLENN SOSA'S BIO:

With a winning trifecta of business, marketing, and sales leadership experience for over two decades, few understand the U.S. consumer better than Glenn Sosa. Now, author Glenn shares his valuable knowledge in a helpful new book titled, *SOLD: Don't Go Poor and Miserable Being Sold Happiness*. In this must-read book, Glenn exposes marketing tricks and techniques that companies use to appeal to the emotional weaknesses of consumers and their natural desire for happiness.

Presented in an easy-to-read format, buyers learn immediate take-away tips that protect their hard earned dollars and promote healthier purchasing habits. These include:

- 38 marketing techniques used to sell consumers products and services
- The connection between marketing techniques and the Seven Deadly Sins
- How to deal with salespeople, advertisements, and marketing gimmicks
- How to buy using the seven steps of the Consumer Buying Process
- How to identify the types of purchases that can contribute to lasting happiness and more!

SOLD: Don't Go Poor and Miserable Being Sold Happiness gives so many golden nuggets of information it will change the way consumers, from recent graduates to retirees, make any future purchase. A recent Amazon.com testimonial agrees, "After reading this book, I am a much more informed consumer, and I will be using Sosa's principles in all of my buying decisions."

Now meet the entrepreneur behind the story. Glenn Sosa, born in Mexico and raised in New Orleans, resides in Sarasota, Florida with his wife of 24 years and their two children. His educational background includes a BS from Louisiana State University and an MBA from the MIT Sloan School of Management. In 1988, Glenn received a prestigious Exxon Corporation fellowship that began an impressive 14-year marketing and information systems career that included leading operations as General Manager of ExxonMobil Jamaica and managing \$100M+ in sales. Once Glenn's broad ExxonMobil career was complete, he decided to leverage this remarkable experience and founded his Florida based company, BlueMar, Inc., a premiere distributorship of car wash systems, in 2002. He serves on several distinguished business, educational, and community boards.

During his prolific career from statistical analysis at MIT to marketing and co-branding projects involving ExxonMobil, Disney, McDonald's, and others, Glenn began recognizing a pattern. People from different backgrounds and social status act similarly when it comes to poor buying decisions. Further, with an estimated \$500 billion spent on advertising research and sales training, the marketing industry is at a tremendous advantage when it comes to appealing to the emotional weaknesses of consumers. This staggering piece of information prompted Glenn's realization that, "There are many books written to help people learn how to sell, but what about helping consumers deal with sellers? My goal was to help people make smart purchases without falling into the psychological traps that most marketers use."

A moment at a National Automobile Dealers Association Convention and Expo solidified his ideas to inform and protect the consumer. As Glenn stood in a line with other exhibitors, he noticed one auto salesman glaring at them and then in a loud voice exclaim, "Salesmen trying to sell salesmen. Ha! Good luck." What crystallized for Glenn was that this person was stating that he confidently knew the tricks and techniques of sales and that it would be impossible for any salesperson to sell him. Glenn decided, *"That kind of knowledge and confidence is what I want to give to consumers so that they don't get sold."* Soon thereafter, *SOLD: Don't Go Poor and Miserable Being Sold Happiness* was born and is inspiring consumers to buy smarter.

Glenn's e-book is available on Amazon.com, Barnesandnoble.com, and iTunes. The softcover version will be released on September 18, 2012 and will be available on Amazon.com.

Published by Blackburn Point Press, LLC. Sarasota, FL.

www.BlackburnPointPress.com

www.DontGoPoor.com

MEDIA INTERVIEW QUESTIONS

- You say the marketing industry uses tricks to prey on the consumer's emotional weaknesses and need for happiness. Can you elaborate on that?
- Can you give a few examples of marketing tricks used on a consumer?
- Can you give an example of how to deal with a salesperson's gimmicks?
- In the current economy, how does your book help the average consumer to buy smarter and spend wisely?
- Can you give an example of a "wise" purchase that can lead to happiness?
- Who should read your book and why?
- Can you give some examples of the connection between marketing techniques and the Seven Deadly Sins?
- Are there any other books out there that advocate for the consumer like your book does? If so, what makes your book different than other consumer books?
- Did any specific event or moment inspire you to write this book?
- Do you have any mentors in the business world? If so, who are they and what did they teach you?

STORY ANGLES

- Are You Being Duped? Glenn Sosa Knows The Answer
- The Seven Deadly Sins and Advertising – What's The Connection?
- The Triple A's – Arming Against The Advertising Industry
- New Book Exposes Marketing Tricks
- Money Can't Buy You Happiness... Or Can It? Author Gives His Two Cents
- Author Debunks Advertising Gimmicks