

QUEST OF THE KEYS

BY SCOTTY SANDERS

FOR IMMEDIATE RELEASE

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“Quest of the Keys” Author Scotty Sanders Taps Flywheel360 to Promote Book in Schools

Dallas, TX – September 26, 2012—Author and leadership consultant Scotty Sanders announced his recent agreement with marketing experts Flywheel360 as a major step in promoting his latest book *Quest for the Keys* in schools as a curriculum. This development came as the fantasy fiction book enjoyed brisk acceptance after its successful official launch on September 1, 2012.

Sanders, whose other works include the well-received *ONE Focus Living*, is very excited about the partnership and foresees a shift in the mindset of youths in America once the book is distributed within the U.S. educational system. This latest work, derived from Sanders’ teachings *The 8 Keys to Success*, is adapted for young adults in fantasy fiction story form. Flywheel360 may just provide the vehicle he needs to help place *Quest of the Keys* in the hands of every student in America.

Flywheel360 specializes in online marketing strategies that increase exposure through search engine optimization, customer relationship management and e-mail service provider integration. Their range of services can be customized and scaled to fit particular needs of their client. The diversity of industries their clientele come from speaks of Flywheel360’s network and expertise.

Flywheel360 finds *Quest of the Keys* an interesting specimen as the marketing group thrives on the values the book strives to advance. “Sanders’ book sets forth a great fantasy fiction story awash with undertones of social and emotional learning that will be enjoyed by young and old alike,” said Ryan Mantzel, one of the firm’s co-founders. “Thus, it’s so easy to see how we at Flywheel360 are so committed to this partnership and would like to see Scotty’s vision become a reality.”

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Sanders sees *Quest of the Keys* as a teaching tool which educators may incorporate into the curriculum, believing that personal development is a vital focal point in the educational system. The book inculcates such values as personal growth, continuous learning, responsibility, leadership development, integrity, honour and life purpose in a setting that is most appealing to youths and young adults. This early, schools in Texas, Louisiana and Kentucky, have expressed commitment to using the book as part of their curriculum.

“I love seeing people grow in character and leadership. There is tremendous satisfaction in forgetting yourself and focusing on the success of others. It is my desire that the readers of *Quest of the Keys* will find it worthwhile, entertaining and enlightening,” shared Sanders, “to help them discover and develop life skills.”

Quest of the Keys is a story about the journey of Decklen, a young man who left home in disgrace only to narrowly escape slavery and death in the Minca Silver Mines. Sworn to return for those he left behind and joined by an unlikely sojourner, he sets out for the majestic realm of Leonesse. Before striking out on his new journey, Decklen receives assistance from the sage Octavius. But rather than swords and strategy, Decklen is presented a locked golden cylinder containing an ancient scroll. Tasked with opening the scroll, Decklen and his companion find themselves on an unexpected path of danger and discovery, in search of hidden keys that unlock the true secrets to success...and determine the fate of an entire kingdom.

Other projects on the horizon for the Quest of the Keys franchise is an audio book, a music CD and a webisode series.

To see a preview of *Quest of the Keys* and to learn more about the book, visit the website QuestoftheKeys.com or its Facebook page at [Facebook.com/questofthekeys](https://www.facebook.com/questofthekeys).

About Scotty Sanders

Entrepreneur, leadership consultant, life coach, ordained minister and author [Scotty Sanders](http://ScottySanders.com) is very passionate in sharing God’s good news to everyone. Formerly a CEO of a multi-million dollar company, he also held pastoral roles in two mega churches. Scotty Sanders is the founder of Life Catalyst Consulting. Sanders’ first book *ONE Focus Living* was a highly successful book in the Christian community. With his work in *Quest of the Keys*, he now adds fiction for younger audiences under his repertoire. Scotty was born and raised in Louisiana but now makes his home in Dallas, Texas with his wife Cindy. They have two married children and four grandchildren.

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About Flywheel360

Flywheel360 is a demand generation agency that specializes in aligning sales and marketing efforts to maximize company resources, generate actionable leads, and drive revenue. Integrating marketing and sales systems to provide complete visibility and return on investment, from a prospect's initial engagement through their first conversion all the way to becoming a customer, Flywheel360 takes the guesswork out of measuring marketing effectiveness and helps provide real numbers and opportunities to marketing efforts through channels and campaigns.

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