



Sam Glenn

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For Immediate Release

Who Put the Lizard in My Lasagna: A Recipe for Personal and Professional Success
The Seventeenth Self-Published Book from Sam Glenn, the Nation's Authority on Attitude

CHICAGO, IL (April 2008) – Mothers, self-help readers, toymakers, Betty Crocker, and business executives are buzzing about Sam Glenn's seventeenth book, ***Who Put the Lizard in My Lasagna*** (Everything Attitude Inc., ISBN: 978-0-615-18438-8, \$12.95). Industry insiders have declared it a "must read" self improvement book that shows everyday people how to treasure and use their own special qualities to bring more meaning, happiness, and fulfillment to their lives.

Who Put the Lizard in My Lasagna, from prolific seventeen-book author and critically acclaimed Fortune 500 motivational speaker, Sam Glenn, is based on a defining moment in Sam's life – the the night he rolled back the tinfoil from the leftovers his mother had brought him and saw a 3-inch plastic toy lizard sitting on top of his dinner. Sam decided two could play this game, and he put the lizard into his mom's shower stall the next day. Thus began a decade of laughter.

What started as a practical joke—the mysterious appearance of a small plastic lizard in some leftovers—led Sam to create a prototype of a program for producing positive effects both in the workplace and in life. In this book Sam Glenn, the Authority on Attitude™, introduces a revolutionary concept for passing on a legacy and thriving in life and in business—even when the economy isn't.

Sam shares his recipe for success: taking the best of who you are to create the best of what you want. He shows readers how to use humor—like a spice, in just the right measure—using a positive perspective to bring it all together. Today, organizations from every industry across America are embracing and personalizing the lizard concept and watching results soar.

Who Put a Lizard in My Lasagna will help readers:

- Build a ton of business
- Foster solid, long-term relationships
- Create an enduring legacy
- Get promoted
- Achieve what they desire
- Discover a deeper appreciation and value for their unique abilities and gifts

Who Put a Lizard in My Lasagna by Sam Glenn (Everything Attitude Inc., ISBN: 978-0-615-18438-8, \$12.95) is available via www.everythingattitude.com. To arrange a book signing or interview, contact Angela Rose, RE:INVENTION Marketing at 312.635.1350 ext 758.



Sam Glenn

About the Book

The Book

Who Put the Lizard in My Lasagna invites everyday people to explore their inner potential and embrace humor as a powerful motivational tool in their personal and professional life. Written by prolific 17-book author and critically acclaimed motivational speaker, Sam Glenn, ***Who Put the Lizard in My Lasagna*** introduces a revolutionary concept for passing on a legacy and thriving even when the market is tanking. Sam illustrates how to use the best of who you are to create the best of what you want. Today, organizations from every industry across America are embracing and personalizing the lizard concept and watching results soar.

The Author

Sam Glenn, the AUTHORITY ON ATTITUDE™, is a 17-book author and premier employee motivational speaker who has shared his "Kick In Your Attitude" message with more than 2 million people. He delivers over 100 speeches annually to motivate employees at respected Fortune 500 companies including Ford and State Farm. His 17 critically-acclaimed books include: *Kick in the Attitude*, *The Gift of Failure*, and *Buttprints in the Sand*.

Key Takeaways from the Book

Sam Glenn's ***Who Put a Lizard in Your Lasagna*** will help readers:

- Build a ton of business
- Foster solid, long-term relationships
- Create an enduring legacy
- Get promoted
- Achieve what they desire
- Discover a deeper appreciation and value for their unique abilities and gifts

Lizard as a Lasagna Ingredient:

"Mom, did you put a lizard in the lasagna? Why? Can I still eat the lasagna – is it still edible?" Those were the first questions Sam asked the night he rolled back the tinfoil from the leftovers his mother had brought him and saw a 3-inch plastic toy lizard sitting on top of his dinner. But Sam decided two could play this game, and he put the lizard into his mom's shower stall the next day. Thus began a decade of laughter over "the lizard experience." And today, the game is creating defining moments in the lives of thousands of ordinary people from all walks of life.

Websites

www.samglenn.com and www.everythingattitude.com

Publisher and Publication Date

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Additional Book Information

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TIPS SHEET

How to Create a Lizard Experience at Work

Chicago, Illinois (March 2008) – As the nation heads into hard economic times, many executives and entrepreneurs may find themselves overwhelmed with stress. Maintaining a positive attitude and light-hearted sense of humor at work can be challenging. What can business leaders do to stay positive, retain customers, and motivate teams?

Sam Glenn, a premier motivational speaker and author of seventeen critically acclaimed books, offers his secrets to success in his latest book, *Who Put a Lizard in My Lasagna*. Taking the best of who you are (your gifts, abilities and resources) to create the best of what you want, adding a topping of positive perspective and a sense of humor to bring it all together. *Who Put a Lizard in My Lasagna* was inspired by Sam's mother, who took him by surprise one day when she left a tray of lasagna in his refrigerator, topped with a toy plastic lizard. Over the next decade Sam and his mother played light-hearted pranks on each other with the toy lizard. The lizard became a symbol in Sam's life, and a means to creating a warm, inspiring, and low-stress environment.

If you want to create your own "lizard experience" for your customers and employees, here are six tips from Sam Glenn, author of the new book, *Who Put a Lizard in My Lasagna*, and founder of www.everythingattitude.com:

1. Do what you say you will do in the time you say you will do it.
Delivering upon expectations is the first and most important step for creating a lizard experience for your customers and employees.
2. Find a way to make people happy.
Never tell someone that there is nothing you can do. Don't speak down to them either. They don't want to hear negatives; that only makes the situation worse. Take action. Be part of the solution, not the problem.
3. Create a positive mild distraction.
A positive mild distraction is an interruption that breaks mental patterns and helps you regain perspective. A 10-minute nap, an office game, a brainstorm session. Anything that inspires you to de-stress and refocus.
4. Don't take complaints personally.
If someone is upset, be empathetic and let them vent. Don't interrupt, fight back or blame someone else. It's easy to get reactive when people are giving you a negative piece of their mind. See the instance as your personal opportunity to improve their experience. Allow them to share negative information and then address these people in a way that lets them know you are on their side.
5. Remember that nobody gives a hoot about your policies.
If you've got them, you don't need to talk about them. They are there to guide you, not for you to use to explain away why someone is not having a good experience.
6. Be an encourager, not a discourager.
Use positive words. Tell people how grateful you are for them. Compliment them. Make them feel important. Recognize and reward instantly, and publicly.

The Authority on Attitude™
Motivational Speaker, Author, and Artist



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