



P.O. Box 481771 * Charlotte, NC 28269
www.Clarity-Coaching.biz | www.TheTermiteEffect.com

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Shawn Brodof 704.806.8544

shawn@clarity-coaching.biz

North Carolina Author Receives National Small Business Book Award

Charlotte, NC – Charlotte author, Shawn Brodof, has received the 2010 Best Small Business Book Award for his inaugural book, *The Termite Effect – 25 Common Business Mistakes and Their Hidden Consequences*.

The annual award given by Small Business Trends, an online magazine serving over a million small business owners, is open to submissions from their book editors and the business community at large.

“I am honored to have my book recognized from among the other 100-plus books nominated for the award. Small business is the lifeblood of our economy. My mission is to eliminate many of the causes of small business failures. The principles, activities, and strategies in the book will empower the realtor, restaurateur, contractor or attorney to quickly overcome their challenges”, says Brodof.

Brodof owns Clarity Coaching, a business coaching firm serving business owners, entrepreneurs and sales professionals. He wrote *The Termite Effect* after identifying numerous mistakes made both by himself and his clients through the years. Brodof realized that the simple act of identifying the mistakes was helpful but, in the book, he takes it a step further by offering practical strategies to avoid the mistakes and fix those that may already exist. In 2011, he will launch a series of initiatives based on the concepts discussed in the book including workshops and training programs, college courses, and a new group coaching program. He also has plans to begin writing his second book tentatively titled *The No Regrets Principle*.

Additional information and resources are available at www.TheTermiteEffect.com including purchasing the book and free bonus material.

To contact Shawn Brodof, please call 704-806-8544 or email shawn@Clarity-Coaching.biz. He is available for interviews and for speaking engagements presenting business-related workshops and seminars for professional associations, trade and civic organizations, and corporate management teams.

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