



26991 Flagstone Drive | Austell, GA 30168 | www.M320Consulting.com

FOR IMMEDIATE RELEASE:

Tuesday, January 23, 2008

CONTACT: Aprill O. Turner

(646) 244-4917

aprillM320@gmail.com

NEW BOOK PROMISES TO TAKE YOU FROM 'A MAN' TO 'THE MAN' IN TWELVE MONTHS

Authors of This Revolutionary Dating Guide Advise: *"Chivalry May Not Be Dead, But It Sure As Hell Has Gotten An Education"*

(ATLANTA, Ga.) - You're a reasonably successful single man, with a fairly good job, a few notable accomplishments and what you perceive as no problem 'getting the ladies.' But can you accurately describe yourself as a ***Top Choice Bachelor***? If unsure, a new book called ***The 12-Month Guide For Becoming A Top Choice Bachelor*** will provide tips and practical advice that will help you evolve into a man that is wanted by all, hated by many and selective of a few.

A quick read, designed to grab and keep the attention of the reader, ***The 12 Month-Guide*** is sure to educate some and offend others as it uniquely aids single men with deciphering the so-called psyche of African-American women and providing anecdotes, mantras and expert advice for maintaining control and remaining successful in a variety of dating scenarios.

The book begins by describing what the authors view as the eight different types of black women and introduces them by stating: *"Sistas are professionals at using the arts of manipulation, reverse psychology, and seduction...When hunting big game black women, it is crucial to know the various types and which you plan to go after."* Among others, the authors describe 'The Power Broker,' a woman who is smart and very successful, but constantly craves validation and is extremely needy and 'The Sweetness of the Ghetto,' a woman with a love for malt liquors and tattoos that has been known to go to jail for foolishness on occasion. Each chapter then addresses various aspects of dating including: managing finances, dating women with children, the importance of captivating conversation, refining your personal style, becoming well-versed in art, politics and local social activities and when to bow out gracefully from a relationship when things go array.

The 12-Month Guide was written by the members of The Coalition, an amalgamation of single and married ultra-successful males whose expertise is a result of years of interaction with the opposite sex combined with psychological and sociological principles studied during the acquisition of advanced degrees. Though other members of The Coalition have elected to remain anonymous, members July Jones and Monty Sharpe are thrilled to divulge information to help individuals go from being "a man" to "the man."

"We knew that writing this book was a risk because the content is a little shocking to some and may be offensive to others who don't understand its purpose," explained co-author July Jones. "This book is intended to be a guide to assist men in navigating the dating landscape and the potential variables that may present themselves."

"Some women will have mixed emotions about our philosophies, but the techniques recommended in ***The 12-Month Guide*** are based largely on some of the beliefs and behaviors that many black women will never admit to," said co-author Monty Sharpe.

(MORE...)

M³20 CONSULTING

6991 FLAGSTONE DRIVE | AUSTELL, GA 30168 | (678) 499-2800 | info@m320consulting.com

M³20 CONSULTING

"The only way to effectively assist our readers was to take an honest look at relationships in our community, so if a woman happens to be who we'd describe in the book as 'Beggin' Bonita' or 'The Unmentionables,' it may be time for her to examine *her* dating philosophies and practices!"

With quotes like *"Black women are emotional and vivid storytellers, so let them do it. Hell, even ask questions and act shocked during conversations,"* or *"Make your woman be in 'competition mode' sometimes. Remember, no woman wants a man that other women don't."* or *"Remember, throwing money at a black woman is like throwing water on a grease fire; it will only worsen the situation,"* **The 12-Month Guide** is sure to evoke emotion and lively discussion about romantic relationships in the African-American community.

Through their website, www.myspace.com/thecoalition2, the book's authors and other Coalition members will serve as guest bloggers, available to provide more in-depth information about the book's mantras, to address questions from readers and to engage in intellectual dialogue.

For more information about **The 12-Month Guide for Becoming A Top Choice Bachelor** or to interview or book the authors, please contact M320 Consulting at info@m320consulting.com or (678) 499-2800.

###

M³20 CONSULTING

6991 FLAGSTONE DRIVE | AUSTELL, GA 30168 | (678) 499-2800 | info@m320consulting.com

M³20 CONSULTING

Excerpts From The 12-Month Guide For Becoming A Top Choice Bachelor

Month 1 – The Usual Suspects

Mantra: Be able to recognize the eight types of women and know which is attainable for you.

Type # 7 – The Unmentionables

"Late night creeps were made for her; check that, the late night was made for her. With this woman, you burn a little more gasoline, drive the extra mile, and eat at restaurants in remote locales at odd times. Why? Because you don't want anyone you know to see you with her. She's a little chunky. Ok, honestly she's a lot of chunky, i.e. fat. There will always be something about her that's 'not quite right,'..."

Month 2 – Look the Part, Act the Part and Be the Part

Mantra: Concentrate on being the person you want to be and not the person you currently are.

"There's nothing worse than a nerdy-looking guy wearing a throwback jersey and Timberlands. When you find your personal style, own it."

Month 3 – There's A Thin Line Between Being Broke & Being a Damn Fool

Mantra: Be smarter with your money and keep your financial situation to yourself.

"Once a lady of interest realizes that she's in the presence of a Top Choice Bachelor, the last thing she wants to do is run him off with her greedy credos. Always give the façade that you are willing to assist them in a financial bind, but at the same time, make them feel ashamed to ask a thing of such a cool guy."

Month 4 – You Think You're the Driver, But You're the Butler

Mantra: Do not be taken advantage of, and experience life on your own terms

"Women like to put you in a box, wanting you to be predictable...Once you become tame and predictable, my friend, you're as good as done. Or worse, married, living in the suburbs, cutting grass every week, wondering what happened to your life."

Month 5 – Her kids, Your Burden

Mantra: Do what's best for you and not for everyone else; do not become a surrogate father unless you want to be.

"As a Top Choice Bachelor, you have to put her on the defensive. Let her see that you have a lot of childless female friends. Now this is not to make her feel "less than" but for her to know that you are not pressed."

Month 6 – Running Things Means Never Having to Say It

Mantra: When faced with an adverse situation, remain calm, quiet and concise

"When your lady is not acting in a manner that you appreciate, make her aware of it. If this behavior does not change, merely give her the space she has asked for. Ration your company. Explain to her that her behavior and how often she sees you are directly correlated."

M³20 CONSULTING

Month 7 – Keep Her Guessing

Mantra: Do not allow yourself to get comfortable in the comfort zone; actively pursue perfection.

"Being a Top Choice Bachelor means always being in demand. Never shy away from letting a love interest know that she is not alone in wanting your affection...Make your woman be in "competition mode" from time to time. Remember, no woman wants a man that other women don't."

Month 8 – Do What Other Brothers Won't and Go Place They Don't

Mantra – Be unique and innovative about where you choose to spend your time

"...You should always have at your disposal a vast repertoire of activities that you can access, either day or night; having this will not only associate you with originality in her memory but also sets you apart from any other men from here to eternity."

Month 9 – Winning the 'Friend' Game

Mantra – Treat people according to who they are, not as you wish them to be

"When a lady says she has friends, leave it at that. Do not fall into the trap of trying to possess her to the point that all she wants is you. Remember, the more you pull, the more they will push you away. You are a Top Choice Bachelor; do not chase her."

Month 10 – Know When to Bow Out Gracefully

Mantra – Do not allow your ego to cloud your better judgment

"If a particular woman is not buying what you're selling, fine; leave it alone. Sometimes, women will see a seasoned veteran and play hard just to make you work. We call this 'flipping the script'."

Month 11 – Keep Your Lips Closed While Keeping Hers Open

Mantra – Keep your personal life personal

"It is very important for a Top Choice Bachelor to be as discreet as possible in matters of the heart. The first rule is to never tell your male companions what you are doing romantically, or who you are doing it with."

Month 12 – Bring Your "A" Game

Mantra – Become the Top Choice Bachelor in mind, body and soul.

"This is the twenty-first century, and chivalry may not be dead but is sure as hell has gotten an education. What this means is this: You do not buy every drink for every "naggin" Nancy that smiles at you. She can pay her own way, this is not the March of Dimes..."

M³20 CONSULTING

BOOK FACT SHEET

Full Name: The 12-Month Guide for Becoming a Top Choice Bachelor

Authors: July Jones & Monty Sharpe

Publisher: AuthorHouse, 08/27/2007

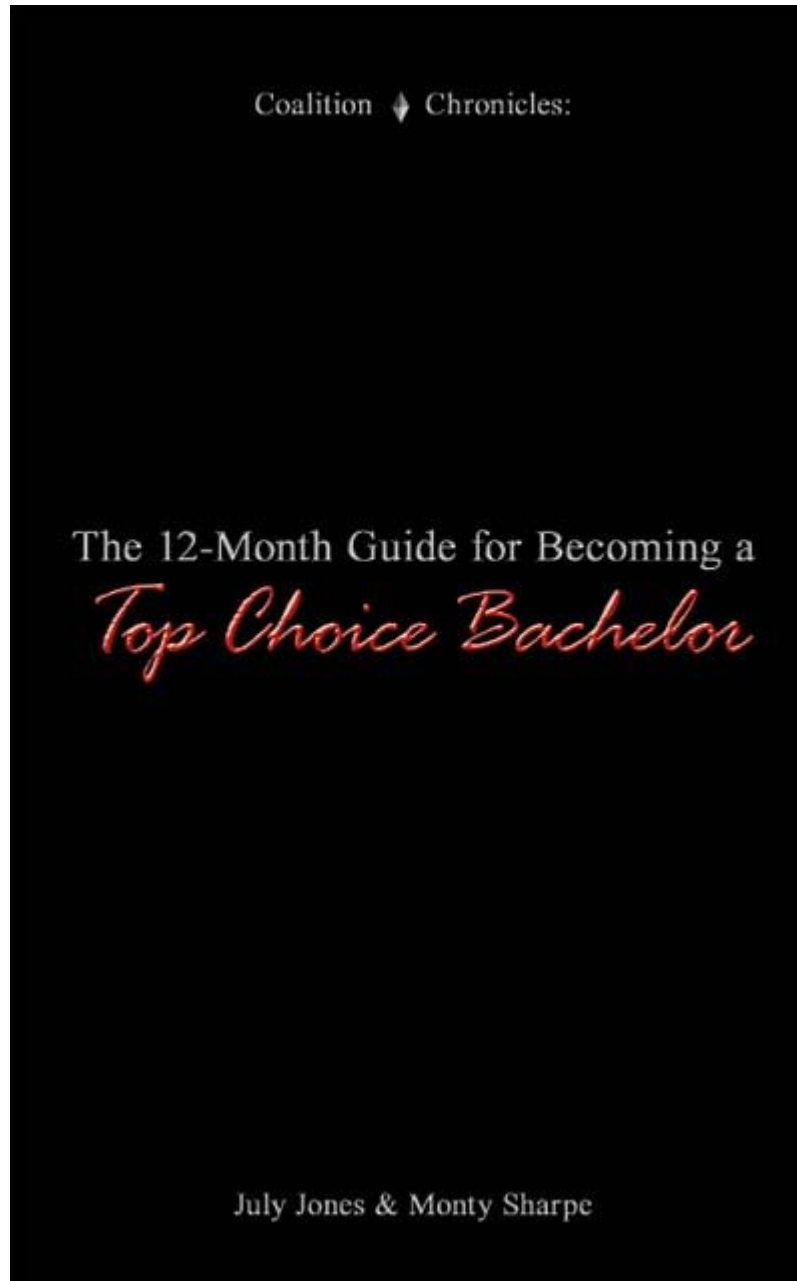
ISBN#: 978-1-4343-0913-6 (sc)

Page Count: 71

Price: \$10.00

M³20 CONSULTING

COVER ART



M³20 CONSULTING

6991 FLAGSTONE DRIVE | AUSTELL, GA 30168 | (678) 499-2800 | info@m320consulting.com