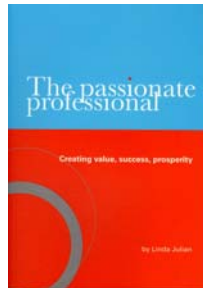


Media release

For immediate release



The passionate professional – creating value, success, prosperity

by Linda Julian

Great business development in the professional services space is really about behaviour: what you do at the moments that matter. Plans and systems and processes and support materials are nice, and a help. But the choices made at the moments that matter largely determine the outcomes. And that pattern of choices and decisions create professional destiny.

Linda Julian, author of the recently released ***The passionate professional: creating value, success, prosperity*** says “Are we what we say we are? I think not. I think we are what we do – most especially, what we do repeatedly. Doing a good and useful thing even once is good – do it repeatedly, and you’ll make substantial gains.”

On sale now, ***The passionate professional*** is full of powerful business development ideas, insights, and techniques. Much more than just a reference work, ***The passionate professional*** presents smart business development choices, then calls readers to action.

This book is an easy read for busy people. Written in short, punchy article-style, the book is perfect for five minutes with a cup of coffee, as well as an authoritative reference volume on just about everything related to business development for professionals.

Linda Julian says “Not only lawyers and accountants will benefit from reading ***The passionate professional***, any professional who sells high-value expertise will take something away from this book. Taking one good idea, understanding it, and integrating it into everyday professional behaviour will make a positive difference.”

The passionate professional – creating value, success, prosperity –\$35 plus delivery. The passionate professional is available to order through http://julianmidwinter.com.au/The_passionate_professional.html

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