



**For Immediate Release**

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Contact: info@corvuspress.com

**Start giving to get your business growing in 2011.**

*The neXus Initiative presents compelling reasons to change the way you grow your business.*

What if the best way to grow your business is by giving business to others? At first glance, you'd think that was counterproductive (or worse). According to the new book *The neXus Initiative*, it's the only way to insure consistent, long-term business growth.



*The neXus Initiative is available online from Amazon and Barnes & Noble.*

Modern networking is broken, the book contends, and centered around rooms full of people who only want to see what they can “get” from you. “Relationship Selling” is failing, too, and the evidence is everywhere. What’s missing from modern business relationships? Giving.

In casual, compelling language, Author Brent Henley builds the case to make *giving* — referrals, leads, information, advice and other assistance — a permanent part of your growth strategy. He relates how this way of growing business is one of the most proven methods in history. He illustrates that, in an era focused on “taking,” we crave reciprocal, giving relationships. Then he makes it simple to adopt, showing you just how easy it is to build your own neXus and start growing.

The initiative began with one of Henley’s clients in Salt Lake City who wanted to gain referrals. Henley explained how a neXus works and the two held the first neXus workshop, a resounding success. The client and 200 attendees gained new customers instantly and many continue to incorporate the neXus principles on a daily basis. *The neXus Initiative* book describes that experience and makes it simple to do the same in your own business environment.

It’s the perfect prescription for improving business in 2011, remarked a client. After the slow-downs, set backs and all-out disasters of 2010, *The neXus Initiative* takes a fresh, modern look at a proven idea. For business leaders looking for an authentic way to grow their business, *The neXus Initiative* delivers. Get more information on the book and growing neXus groups at [TheneXusInitiative.com](http://TheneXusInitiative.com).

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*Author Brent Henley earned his masters in industrial psychology and went on to found The Pyramid Group in 1980. Today Brent consults with the world’s top business and government leaders and is a favorite conference and convention speaker worldwide. He’s authored numerous training strategies, many still in use by the world’s largest training providers. He lives in Lafayette, Louisiana with his wife and three rescued dogs. The neXus Initiative is his first book.*

creativity insight passion

PO Box 81172 • Lafayette, La 70598 • 337-514-0454 • corvuspress.com

**Early praise for *The neXus Initiative*:**

“Brent gets right to the point and explains why selfish networking is outdated. I like that there is no fluff and the book can be easily read in 4 hours. The problem with most business books is that the author will take a great idea and stretch it out too much and end up repeating themselves over and over again.”

— Ben Blanchard, Programmer

“Great Book...You have ‘Given’ me the motivation for several new ideas about our Brand, our own NeXus group and I am ordering 20 more copies of your book to give to some of my peers and work colleagues that I respect.”

— Phil Stutes, CEO

“Prior to participating in the “Nexus” program my purpose and mission in life was to provide the very best for my family. I lived by the “Golden Rule” ...you know...he who has the gold makes all the rules ... I put in the long hours on the road and “took advantage” of all opportunities that were presented me. In 2007 I had the opportunity to participate in The neXus Initiative and was reminded of what my parents taught me as a young man. My parents taught me the “Golden Rule”. But not the one I was living my life by; the one about doing unto others as I would have them do unto me. I now apply “The Law of Human Reciprocity” in all aspects of my life.”

— Jerry Lynn, Financial Advisor

“Loved the book! I totally agree — this perspective is the key to not only business, but to life in general!”

— Doug Garner, Entrepreneur

“I had the pleasure of reading Brent's book this weekend, and it has inspired me to not only give this a try but has encouraged me to share this with the VP of our company. ... Perhaps that is the way we make TRUE change in our businesses. A BIG THANKS to Brent for putting to paper some great thoughts to make a difference.”

— Thom Gould, VP