

news Release

FOR IMMEDIATE RELEASE - November 7th, 2011

Canada's Creative Coach inspires the launch of Jane Blaufus' new book: WITH THE [STROKE] OF A PEN™, Claim your Life.

BURLINGTON ON (November 7, 2011)...**Canada's Creative Coach** - Gerry Visca is proud to announce the launch of Jane Blaufus and her new book —WITH THE [STROKE] OF A PEN™, *Claim your Life*.

Jane Blaufus took a seat in the 'RED CHAIR' earlier this year and was quickly ignited by Canada's Creative Coach, Gerry Visca. For the past several months, she has been coaching closely with Gerry Visca who has provided Creative Direction in the launch of Jane's new book scheduled to hit the shelves on December 8th, 2011 – WITH THE [STROKE] OF A PEN™, *Claim your Life* is the first publication in Jane Blaufus' book repertoire. Jane is President of The Blaufus Group Inc., and has over 25 years experience in the life insurance industry. Her book is dedicated to her family and is an inspirational and educational guide aimed at helping people deal with the painful subject of illness and death. The book is a thought-provoking, common sense read with a delicate balance of heartfelt stories that prepare readers to be proactive with their financial and personal planning decisions.

"When I first met Jane – she was brimming with enthusiasm and wanted to change the world. Jane was ready to 'create her life' and possessed the creative spark that I often look for within the entrepreneurs that I coach. Jane was like a firework ready to shine her light of magnificence on the world", continues Visca. "All she needed was the creative inspiration and direction to move her forward".

"For a long time I have had an idea for a book rattling around in my head that needed to come out. I knew how to start writing but I had no idea how to get to the end and actually get it published. When I first connected with Gerry, I knew that I had found someone 'who got me' and could help me to realize my dream. We spent three intense days taking a long hard look at me inside and out and at what I really wanted to do with my life! With Gerry's guidance, expertise, creativity and on-going inspiring coaching, I now had a plan as to how I was going to get there. Working with Gerry is amazing" notes Jane Blaufus.

Gerry Visca coaches in Burlington, ON and has inspired thousands of people to action world-wide, as a celebrated author of 4 books, an award-winning Creative Director and International Speaker.

For more information, please contact:

Gerry Visca, International Speaker
T. 905.528.6032
gerry@redchairbranding.com
www.gerryvisca.com

To pre-order Jane's new book please visit www.theblaufusgroup.com

