



**FOR IMMEDIATE RELEASE:**

Amy M. Bailey, General Manager, [info@thevalueminute.com](mailto:info@thevalueminute.com)

**NEW BOOK RELEASE: Maximize Your Values – They Count in Everything You Do**

January 15, 2007 – (Fairfax, VA) – Maximize Your Values – They Count in Everything You Do, written by co-authors Liz Stubbs and Amy Bailey and published by iUniverse, an affiliate of Barnes & Noble, was released for sale to the public on January 15, 2007. Spencer Christian, an Emmy-Award winning television personality with ABC News7 in San Francisco and co-host of ABC television's *The View from the Bay*, wrote the Foreword.

Maximize Your Values, a product of Values Count, LLC, encourages readers to think about their values and provides exercises to stimulate reflection and dialogue. The book's broad appeal, as well as its unique approach to values awareness, makes it well-positioned to become a best seller. Focused on character-building principles, Maximize Your Values, defines values and identifies how different people and groups practice and don't practice these values. Readers are challenged to discover the standard by which they make decisions about what is right and wrong. To assist with this discovery, short exercises appear throughout the book to provoke mini-reflections. Then, at the end of the book, the reader will find twenty-one roundtable features that encourage dialogue – either with oneself or with others – about values.

“Our inclusive approach allows readers to think for themselves; to become aware of what their values are. We aren't trying to tell people what their values should be”, says co-author Amy Bailey. “Furthermore”, adds co-author Liz Stubbs, “we aren't talking about values from a religious or political perspective. We have no agenda other than to encourage reflection, dialogue and the reinforcement of basic, core values.” This, they believe, is a key difference between their book and others on the market about similar topics. It's also, they believe, exactly what many businesses, families, organizations and individuals are lacking and looking for to make a difference in their quality of life and interactions within their respective communities.

The co-authors agree that Maximize Your Values, in short, is for anyone who seeks to realize their potential and optimize their relationships.

Co-author Liz Stubbs is a writer-producer based in Atlanta, GA. The author of several books, including Documentary Filmmakers Speak, Liz is the senior feature writer for Values Count, LLC. Liz can be reached at [www.lizstubbs.com](http://www.lizstubbs.com).

Co-author Amy Bailey is General Manager of Values Count, LLC and a working mother of two school-age children. Based in Fairfax, VA her responsibilities as GM include sales, marketing, business development and product/service oversight for The Value Minute®. Amy can be reached at [info@thevalueminute.com](mailto:info@thevalueminute.com).

Values Count, LLC is a media content provider whose core offering is The Value Minute®. The Value Minute® is available via several different product and service channels for use by businesses, educational institutions, organizations of all types and individuals. For more information about The Value Minute® visit [www.thevalueminute.com](http://www.thevalueminute.com).