

PRESS KIT

RESOURCES AND INFORMATION FOR *WIND IN YOUR SAILS*

Wind in Your Sails:
Vital Strategies That Accelerate Your
Entrepreneurial Growth

By David J. Greer

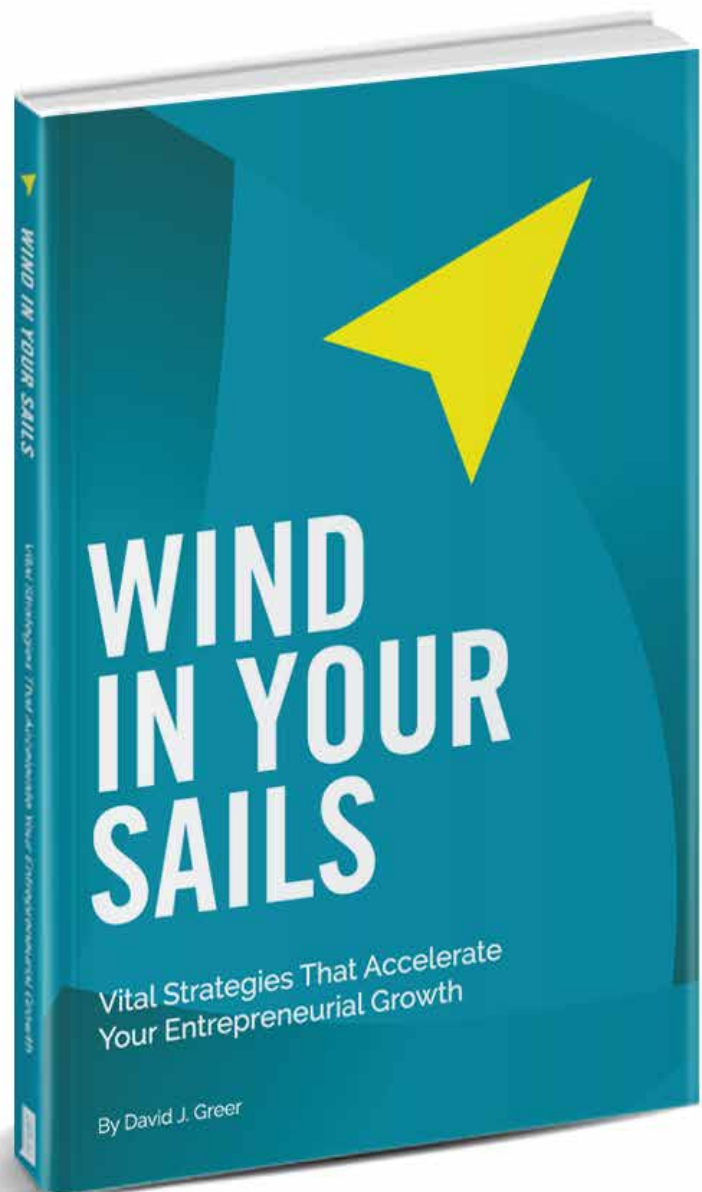
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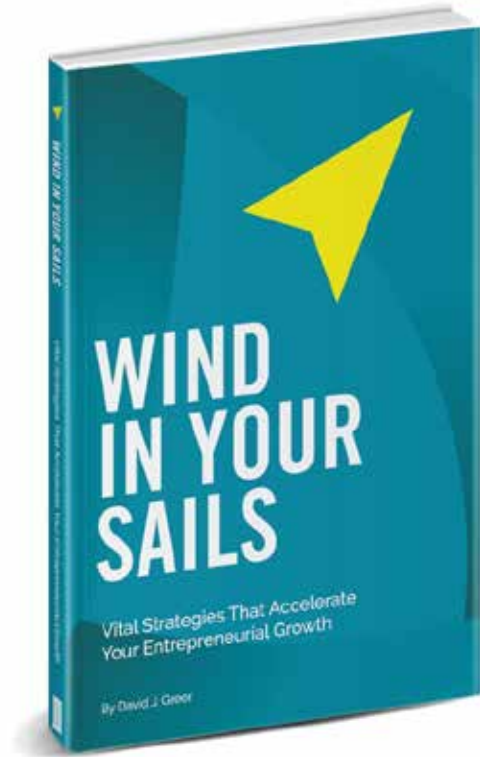


**Coach
David J.
Greer**

What Are You
Waiting For?

OVERVIEW

OF WIND IN YOUR SAILS



David Greer has a mission: to take his thirty-five years of entrepreneurial experience and share it with other entrepreneurs to accelerate their success. Of all the things you as an entrepreneur can focus on, getting clear on the strategy and purpose of your business drives progress the fastest. Whether this is a strategic focus on your markets and products, the customers you serve, or the culture you build to allow your employees to grow and flourish in their careers. As a hard driven entrepreneur, David shares both the thinking and the practices that will deliver success for you and your business.

As a life-long sailor, David relates his personal experiences—in business and in life—to the challenges of growing a business. While you can beat your way against the wind, successful entrepreneurs learn to harness their efforts to seamlessly blow them in the direction they want to go. Spend one hour reading *Wind In Your Sails* and you will always have three ideas that will accelerate your business in the next 90 days.

What are you waiting for?



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ABOUT THE AUTHOR

DAVID J. GREER



While still in university getting his degree in computer science, David joined Robelle Solutions Technology as the first employee after the founders. After joining Robelle, he got permission from his 4th year professors to take a week off so he could fly to an international conference to give his first ever technical presentation.

During David's tenure as co-owner and President of Robelle, he traveled the world giving a new presentation every year, building Robelle into the world's leading provider of HP 3000 solutions. He is a co-author of The

IMAGE/3000 Handbook, the reference work for the HP 3000 IMAGE database management system.

David has continued to dedicate his career to simplifying and explaining technical and management concepts to government and commercial organizations, their employees, and key stakeholders. Since leaving Robelle in 2001, he has been an investor, consultant and employee to a number of technology companies, focusing on turning ideas into products, messaging and results. David now works directly with entrepreneurs to help them bridge to the next level of results—in business and in life. Spend one hour reading his book, attend a one hour talk with him, or get one hour of 1-to-1 coaching and you will have 3 concrete action items that will shift and accelerate your business within 90 days.

In his spare time, David enjoys the beauty, water, and mountains of the Vancouver area, while taking occasional adventure breaks with his wife, Karalee. David and Karalee are committed to their three children, spending time supporting them in the many and varied activities they are involved with, including skiing together as a family in Whistler.

When not writing books, coaching, or speaking, you might find David hiking the Himalayan Mountains of Nepal or sailing across oceans.



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ADVANCED PRAISE

FOR *WIND IN YOUR SAILS*

"This book energizes entrepreneurs and gives encouragement through David's practical examples and experiences. It compels one to take action now."

— **Mike Volker**, Entrepreneur and NAO Angel Investor of the Year

"David is the real deal. He's built companies, been an active angel investor and now he's an author, helping other entrepreneurs. In an age where there is so much information, David cuts to the point and gets you real world insights to grow your business that you won't find anywhere else."

— **Bob Graham**, Founder and CEO Airwaves Music

"Packed with real life stories of success (and failure!), *Wind In Your Sails* is must-read for business owners and entrepreneurs."

— **James Shaw**, Founder Twin Creek Media Inc.

"Theory is fine, but Greer brings roots-level reality to what entrepreneurs face and what they must do to thrive."

— **Guy Smith**, author Start-up CEO's Marketing Manual

"If you think you know all about Entrepreneurialism, you must read *Wind In Your Sails*. This book is the best hands on business transformational system of the 21st Century. The book discusses the most innovated business strategies while providing a methods for growth and even an exit plan."

— **Sonia Clayton**, President & CEO Virtual Intelligence Providers

"David Greer has the wisdom and experience to know that the entrepreneurial journey isn't an easy-peasy rocket launch—it's like sailing on the high seas. Rocky. Stormy. Challenging. David is the first mate you want by your side when you're captain of the ship. And *Wind in Your Sails* is the map to help get you there."

— **Nina L. Kaufman**, Ask the Business Lawyer

"I never had any idea how challenging it would be to start and build a business - that the process would be so all-consuming and emotional at times. Entrepreneurs will identify with David Greer's book, which explores the strange and wonderful path of the entrepreneur without any sugar coating."

— **Ken Simpson**, Founder and CEO MailChannels

"Perhaps this book should have been called 'Wind In Your Sales' as David brings a fresh perspective to the challenge of being an entrepreneur and keeping focus on what is important."

— **Birket Foster**, CEO MB Foster Associates



ADVANCED PRAISE

FOR WIND IN YOUR SAILS

"I've known David Greer for many years as an entrepreneur and marketing specialist so I'm delighted to see David's book address key issues impacting businesses. As every great sailor is better with a good wind, great business owners need smart strategies to improve their company. David brings decades of relevant experience and has demonstrated he truly wants to help business owners succeed."

— **Doug Anderson**, Founder DA Top Talent

"David is all about creating immediate results through meaningful actions and his book is no different. Read it and grow. Period."

— **Isabelle Mercier-Turcotte**, Co-Founder LeapZone Strategies

"If your looking for a book that will get you sailing in the right direction and also let you gauge the winds of economic change then this book is for you. The advice and insight found in this book will help any entrepreneur captaining their business away from economic disaster and into the blue waters or profit and growth for years to come."

— **Bob Garlick**, Host of BusinessBookTalk.com

"I have known David for over a decade. In that time he has acted as a role model for entrepreneurs like me. He shares the knowledge he learned the hard way—by growing a hugely successful business. At the same time he inspires us by living a life that shows that we can have it all—business, life, and adventure. You can too by reading and using *Wind in Your Sails*."

— **Bob Park**, President & CEO, Fincad

"Having worked with David for several years, I know that *Wind in Your Sails* encapsulates his enormous entrepreneurial knowledge, making it available to entrepreneurs to accelerate their business today."

— **Kevin Lawrence**, Strategic Advisor and Coach to CEOs

"The life of an entrepreneur is like sailing a new boat against a strong wind! There are so many things to keep track of, to manage, to learn, and to juggle, all while trying to keep the enterprise moving forward. You don't have to be an avid sailor to appreciate David Greer's book, *Wind in Your Sails*. David lays out ten strategies that will help entrepreneurs succeed, and offers practical examples and recommendations from his own experiences as a successful corporate leader and a successful entrepreneur, relevant case studies, and, of course, sailing a 43-foot boat on the Mediterranean Sea with his wife and three young children. From clear agreements to strategic planning to people management to culture to branding and beyond, *Wind In Your Sails* will be a guidebook you'll refer to often as your business grows, your customer needs evolve, and your staff team adapts to new opportunities."

— **S. Chris Edmonds**, Author of *The Culture Engine*



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