

PRESS RELEASE FOR IMMEDIATE RELEASE

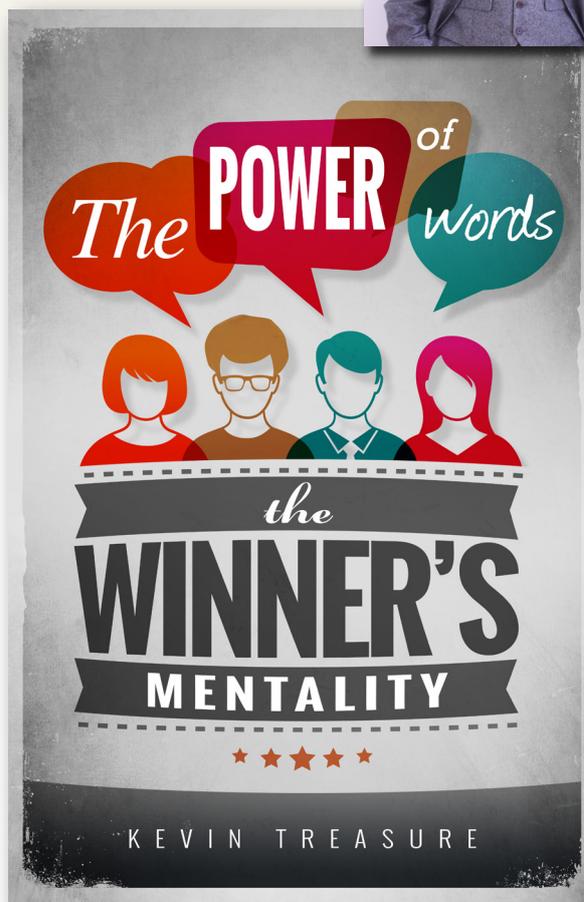
Interview & Book Review Opportunity Available: Now Expert/Author: Kevin Treasure/The Power of Words: The Winner's Mentality

Former addict who blew £250,000 on drugs turned Christian minister examines the destructive effects of language on our lives and how an innocent slip of the tongue can have catastrophic, even tragic, consequences.

Sticks and stones may break bones, but words can do some serious damage, too, according to Kevin Treasure's critically-acclaimed new communication guide.

The Power of Words: The Winner's Mentality explores the dramatic effect of language on our relationships, careers, and happiness.

Treasure, a minister at Grace International Miracle Ministries (GIMM) in London, knows a thing or two about the things we say. As a former drug addict who smoked more than £250,000 worth of cannabis before finding God, and as a support worker to hundreds of disadvantaged and troubled teenagers across the capital, he understands better than most how words can heal or lead to self-destruction.

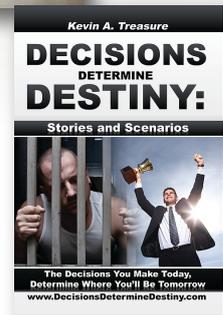
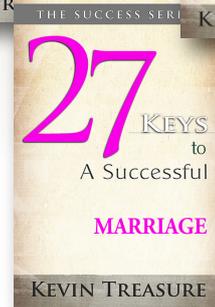
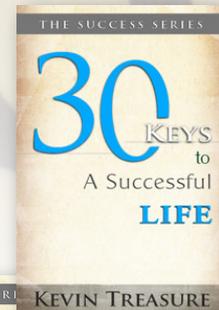
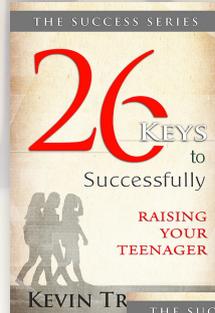


In *The Power of Words*, Treasure combines the secrets of effective communication with biblical teachings to help readers avoid negativity and build happy futures. Proverbs are the cornerstone; positive language is the mortar.



poison
control
James 3:1-12

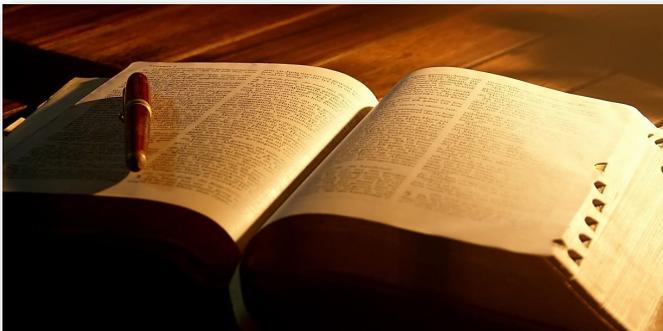
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This unique new book explores how to:

- Shape our lives and those around us through the words that we speak
- Harness language and take advantage of every opportunity
- Develop a winner's mentality to achieve professional, financial and personal goals
- Implement Biblical teachings to shape our hearts and minds

Treasure, who is available from today for media interviews, said: *"For many years, I've observed the destruction caused by the wrong words and the healing power brought by the right words."*



"I've also studied the Bible, examining the effect its words have on lives. Friendships are being destroyed, relationships ruined, nations have gone to war, and this devastating force working so much havoc in people's lives, boils down to the power of the words we speak."

"Change isn't easy, but with the wealth of knowledge the Bible contains, it is more than possible."

His previous works include *Decisions Determine Destiny: Stories & Scenarios For Young People And Teenagers*, and the 'Success' series, which includes *26 Keys To Successfully Raising Your Teenager*, *30 Keys To A Successful Life* and *27 Keys To A Successful Marriage*.

All previously published titles are also available for complimentary review and can be viewed at www.kevintreasure.com

The Power of Words: The Winner's Mentality by Kevin Treasure (Decisions Determine Destiny Publishing) is available in paperback priced at £9.99

NOTES TO EDITORS

Complimentary copies of *The Power of Words: The Winner's Mentality* by Kevin Treasure (Decisions Determine Destiny Publishing) are available on request. Kevin Treasure is also available for media interviews and thought-leader articles. Extracts of *The Power of Words* are also available.

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