



FOR IMMEDIATE RELEASE

Just Released By Local Author – Help for frustrated parents *The Behavior Bucks System™*

Crawfordsville, Indiana, March 10, 2005 – Guy Harris, Sandra Harris, and iUniverse, Inc., the leading provider of publishing technology solutions for authors, announced today the release of a book to answer the question on virtually every parents mind – How do I get my kids to do what I want them to do and not do what I don't want them to do?

The Behavior Bucks System™ not only answers this question, but it goes one step further. It provides a systematic method for addressing these complex behavioral issues. Many books describe general behavior modification methods. *The Behavior Bucks System™* details the specific tools, techniques, and tips necessary to develop what Dr. Phil McGraw calls a “token economy” – i.e. a defined system for rewarding acceptable behaviors and penalizing unacceptable ones.

The Behavior Bucks System™ helps parents motivate, inspire, and correct their children using proven principles of human behavior.

The Harris' have already done the hard work. They have identified the key pieces, worked through the pitfalls, and developed a system parents can use to apply positive strategies in disciplining and motivating their children.

Using the principles taught in *The Behavior Bucks System™* parents learn ways to:

- Reduce conflict
- Minimize stress
- Encourage appropriate behaviors
- Effectively eliminate unacceptable behaviors
- Teach children to set and achieve goals
- Help children understand accountability and responsibility

The *Behavior Bucks System™* gives parents the tools they need to build stronger, happier homes.

Author Bio: Guy and Sandra Harris are both Human Behavioral Consultants and parents. Through their speaking, training, and consulting business, Principle Driven Consulting, they help organizations across the country apply principles of human behavior to leadership and team development. Professionally, they work with organizations ranging from multi-national production and distribution companies to churches and schools. As parents, they work together to apply these same principles to the family unit. Guy and Sandra live in Indiana with their two daughters. More information about the Harris' is available at www.principledriven.com.

The Book: *The Behavior Bucks System™*, Guy Harris and Sandra Harris, ISBN: 0-595-34434-8, Feb-2005, \$10.95, paperback, 74 pgs, available from Ingram Book Group, Baker & Taylor, iUniverse.com, behaviorbucks.com, and by order through most retail outlets. Also available in e-book format (ISBN: 0-595-79194-8).

About iUniverse

iUniverse provides individuals a simple, fast and affordable way to publish, market, and sell fiction and non-fiction books. The company is one of the largest book publishing companies in the United States. iUniverse eliminates the necessity of massive print runs, dramatically shortens time-to-market, and gives authors control over when and how their works are published. iUniverse publishing programs are endorsed by industry leading author organizations, including the Authors Guild, ASJA, and Mystery Writers of America. iUniverse is a proud member of the Association of American Publishers, Publishers Marketing Association, and Small Publishers Association of North America. The company's major investors include Warburg Pincus and Barnes & Noble.

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