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The Fun Side of Self-Help

BrucieBiz.com, The Fun Side of Self-Help, features light-hearted comments and good-natured reviews of everything from cosmetic instruction books to financial advice, witchcraft and divorce

/24-7PressRelease/ - CHICAGO, IL, February 16, 2008 -- BrucieBiz.com, The Fun Side of Self-Help, was launched this week. Featuring light-hearted comments and good-natured reviews, BrucieBiz.com presents mainstream and oddball resources for everything from cosmetic instruction books to financial advice, witchcraft and divorce

The core of BrucieBiz.com is the BrucieBlog which focuses on self-help books and courses. The first installment is a review of the book *Secrets of the Millionaire Mind*, by T. Harv Eker. Brucie's appraisal reveals the humorous approach he uses when evaluating a self-help source. In this case, he is amused by Eker's methods, while finding worth in the underlying information.

Other sections of the site continue the tongue-in-cheek theme of presenting serious and potentially valuable resources. The BrucieLinks section introduces a potpourri of shopping sites, complete with Brucie's wry commentaries on everything from travel to golf shirts and jewelry.

The BrucieBooks section has several pages: A selection of books on art techniques, beauty secrets, tattoos and traveling; A Financial Solutions page with advice on credit repair, business plans, entrepreneurial ideas and winning the lottery; A Relationships page for those who seek dating and lovemaking tips. It includes an anti-scam guide, advice for shy and not-so-shy people, and a manual on seduction for guys in relationships; The Divorce page, a natural complement to the Relationships section, follows through with help on making the decision, tactics for men and women, custody, and how to tell the kids; and the New Age section polishes off the site with Holistic healing, Tarot reading, witchcraft instruction, Feng Shui secrets, yoga and hypnosis. There's even a link, somewhere in there, to a course on how to get paid to draw.

BrucieBiz.com is the brainchild of Bruce (Brucie) Wood, a self-taught entrepreneur who has a Master's Degree in Fine Art from the School of the Art Institute of Chicago. "All that education, and no marketable skills," he says, "led me to self-help books on how to make a living."

Brucie's interests led to starting a variety of businesses. He learned to invest in real estate, and became a landlord with a dozen buildings. "That nearly killed me," he reflects. Brucie learned Futures trading, and bought a seat on the Mid America Commodity Exchange, eventually becoming a registered floor trader (Yes, one of those guys who stands in the pit and yells) and a Commodity

Trading Advisor (who sits in an office and yells). He read books on telemarketing, and started a company which sold telephones and wrenches on late-night TV. "But wait, there's more!" he beams. Brucie also opened an art gallery in Michigan and a furniture boutique in Chicago, started an art publishing business, owns Dreamfast Cinema, a small audio and video label which publishes Jazz and Mystery movies, and he is an independent distributor with the network marketing company Market America.

"One thing I've learned is that most self-help Gurus are way too serious about their products," Brucie says, "And I guess they should be, since they need to project credibility in order to build a following. But as an artist, I tend to have a quirky view of their presentations. The info's no less valuable, and I'm not critical of their advice if it's sincere, but I do like to have a bit of fun while learning something new."

About BrucieBiz.com:

BrucieBiz.com started with the idea that combining an entertaining approach with unusual and hard-to-find self-help books and courses, might resonate with those who are jaded by mainstream marketing methods. BrucieBiz.com is a new (February, 2008) venture of Bruce Wood, Inc., Chicago, IL, and is part of its art publishing business, AFA Press.

BrucieBiz.com aims to make it easy and entertaining for people to find mainstream and unusual self-help resources. For more information, please visit <http://www.BrucieBiz.com>. press release distribution by pressreleasepoint

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