

Media Coverage

By Pirjo Raits - Sooke News Mirror
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Of the thousands of books out there that purport to make you richer, smarter, better or more spiritual, there are few which allow you to tap into your own inner strength and wisdom.

Sooke resident Britt Santowski has penned a controversial book, *The Three Strategies of the Unstoppable Woman*, which has catapulted onto the best seller lists at Amazon.com and Amazon.ca.

The book is written for women in business, entrepreneurs if you will, but it goes beyond that category.

"It's unique on several fronts," says Santowski. "It's not your typical self-help book where many authors hold the answer. I say you hold the answer, the reader is the expert."

The book offers three strategies for success and Santowski said it is up to you (the reader) to go into them. This is not another boring business book, it is a book geared to move you forward to your ultimate goal.

Accountability is the forerunner of everything else and Santowski said it is time we stopped turning women into victims, thereby weakening their rightful claim to their own success. Santowski said it is time we started turning our heads towards the aggressor and set blame and shame aside.

"We need confidence in our own resources to pull it off and it is about reaching within yourself to find the passion and work collaboratively with other women."

The other two strategies are Collaboration and Initiative.

She said her three strategies will sustain one through all of the lows.

Santowski has written this book from her perspective, at her age (45ish). She said at this age many women move away from the exterior to the interior allowing many of their labels to fall off, freeing them, in a sense, from the expectations of others.

"With the time spent you still have time available to bloom and be someone spectacular in someone else's life," said Santowski. "Women can move into their true career."

Ideally, she says the book will strike a chord with young women just out of university, enabling them to reach out to other women and succeed through networking.

Santowski said that all you need to know is already inside of you and self-help books and law of attraction-type gurus

are a waste of money. She finds support and encouragement from a mastermind group she works with in Sooke and has found that women are an incredible creative source. She does not indulge in gossip and pettiness with her group and decries the destructiveness of such actions for women. She said it is important to find a group that is like-minded.

"I swear by my mastermind group," she said. "It's my anchor."

She said of her book, "I'm a writer, it is not text-heavy and verbally it's an easy read but there's thinking involved."

Mostly her book is about confidence.

"Confidence isn't sexy... but it is the power behind the unstoppable woman. The book nurtures inner confidence... it could be for anyone."

Unstoppable Woman is a coaching book rather than a counseling book in that it takes you to the future rather than dwelling on the past, making the future exciting and livable.

"The object is to propel you forward," she said. "This \$20 book will give you life-long tools, you don't need anything more from me to get you on your way."

Britt Santowski is an author, columnist and a former-motorcycle instructor. Once upon a time she earned a BA and an MA in English Lit. She is also a speaker, consultant and an Internet entrepreneur.

Marketing her book was a task which proved her skill at what she espouses. She has 30 collaborative marketers who cross promote, bringing the book to the forefront of the entrepreneurial category on Amazon.

There are two publishers for the book, Aviva Publishing for the paperback versions and I'm Allowed Publishing Inc. *The Three Strategies of the Unstoppable Woman* is available through Santowski at: vip@threestrategies.com or 250-642-2645. She will be holding a book release in the new year.

Cambridge's Who's Who selected Santowski as an "Outstanding Professional of the Year" in the Cambridge Registry, a designate reserved for one per cent of all applicants.

This means her info will be publicly available worldwide.