



FOR IMMEDIATE RELEASE

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Internationally Recognized and Award Winning Productivity Expert Hosts Over 85 Live Video Interviews With Business Owners To Help Organizations With What They Need To Know Right Now To Survive A Pandemic

In March 2020, the world stopped due to a global pandemic that took over every aspect of life. Businesses and schools shut down. Workforces laid off or moved to work from home. Everything we had come to know as 'normal' came into question. About six weeks later, plans were underway to return from isolation and begin interacting again. But the COVID pandemic was not over, not even close, and there were more questions than answers in the daily news.

"In a conversation with a fellow colleague, the query came up, 'What is it businesses and business owners need to know right now?'" remarked Owens. "I wanted to know what businesses need to know about reopening their doors, working with partners who you also live and share a life with, bringing the workforce back or continuing to work from home. What did businesses need to know about technology, leadership, branding, crisis communications, lead generation, and more. I wasn't looking for answers that required deep research and advanced study, but what did we need to know right at that exact moment."

"Selfishly, I sought first to get the answers I was seeking for myself," comments Owens. "I then set out to start interviewing experts in their fields who had something to say beyond the Business 101 level and could speak to the challenges we were facing in that exact moment. What followed were daily, live broadcast, 10 minute videos." This would then inspire a book. *What Businesses Need To Know Right Now - Lessons Learned From Interviewing Businesses During a Pandemic*. The book launched April 21, 2021.

When you need advice for what is happening in the world right now as it affects your business, you don't have time to take a course and become the expert. You need to tap into knowledge of those who have already figured out the next steps. Owens has done the work for her readers. She has created and structured her book for entrepreneurs who need information quickly and also has kept those with chronic disorganization and ADHD in mind when writing her content. "I specialize in helping those with organizational issues. I know exactly what they need to be more successful and this book will be helpful to them. This was a priority for me."

The compilation of interviews were conducted in the first six months of the pandemic when the world was both at a standstill and changing rapidly. Decision making was difficult at best and there was a collective fog of emotion that clouded the question of, "What do we do now?" Covering everything from Strategy to Diversity, Finance to Mindset, the 47 interviews (in this book) speak to the need in the moment and business truths that transcended the situation. The book includes tools such as:

- The underutilized well of creativity and growth potential that exists for every business.
- The formula for reaching prospects and closing sales no matter the environment.
- The one thing that makes the difference between businesses that thrive and those that fold in a crisis.

Nettie Owens is a certified, internationally recognized, and award-winning expert and speaker in the field of accountability, and productivity. A graduate of Johns Hopkins University with a degree in Computer Science and a minor in Entrepreneurship and Management, Owens' methodologies are brain-based, researched, and backed by science.

Owens received the designation of Certified Professional Organizer in Chronic Disorganization from the Institute for Challenging Disorganization. Through training, speaking, coaching, blogging, and 86+ video interviews (at the time of this printing) on "What Businesses Need To Know Right Now," she brings over 17 years worth of experience to her clients, communities, and beyond. Owens has been featured on TLC, ABC, CNN, eHow FOX, YAHOO, World Economic Forum, and such publications as Thrive Global, Authority Magazine, Parents, Entrepreneur, Tatler Hong Kong, and the Pittsburgh Gazette. She works and writes from the hills north of Pittsburgh, Pennsylvania with her three children, husband, and their fur family. She balances her work with cooking, dancing, hiking, gardening, and travel when permitted. Check out the interviews included in this book and connect with Nettie at www.whatbusinessesneedtoknow.com and nettieowens.com.

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