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## **Comic Books for Business—Tom Hopkins' Sales Classic Transformed to Reach New Audiences**

*"How to Master the Art of Selling" Joins the SmarterComics™ Series Published by Writers of the Round Table Press*

**CHICAGO, Ill. (August 11, 2010)** – In the thirty years since sales guru Tom Hopkins first published "How to Master the Art of Selling," it's been a reference manual for anyone who had a product or an idea to market. Although technology has changed some aspects of sales through the years, the book's fundamental truths about how to communicate with clients, analyze their needs and effectively problem solve remain the same.

That's why book packager Writers of the Round Table Inc. is working with SmarterComics to repackage this book into a comic book.

"A comic version of the book will help Mr. Hopkins teachings to reach an even broader audience," says SmarterComics founder, Franco Arda. "The subject is timeless - being able to sell has been and will always be of highest importance to any profession," he adds.

Judy Slack, Director of Research and Development, Tom Hopkins International, Inc. adds that the comic book version provides information in small bites, in a way that appeals to audiences used to quick communication.

Corey Michael Blake, Writers of the Round Table's founder and the executive editor and publisher of the series, believes this comic book version will add even more value to new audiences.

"Mr. Hopkins is an impressive force in that he has spent his career building a formidable business around his expertise in sales. We're excited to partner with him to bring his wisdom to a new generation of readers," he says.

In addition to Hopkins' book, Corey Michael Blake and SmarterComics are transforming other business and self-help books into comics such as Larry Winget's "Shut Up, Stop Whining & Get a Life" and Dr. John Eliot's "Overachievement".

### **About Writers of the Round Table Press, Inc.**

Writers of the Round Table Press is the publishing division of book packager Writers of the Round Table Inc., led by Corey Michael Blake. Visit [www.roundtablepress.com](http://www.roundtablepress.com) and [www.roundtablecompanies.com](http://www.roundtablecompanies.com).

### **About Tom Hopkins International**

Tom Hopkins International provides sales training and strategies to individuals and companies. <http://www.tomhopkins.com>.

### **About SmarterComics™**

Based in Silicon Valley, SmarterComics™ specializes in taking popular non-fiction books and transforming them into a comic book format that is entertaining, short, and informative to read.  
[www.smartercomics.com](http://www.smartercomics.com).

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