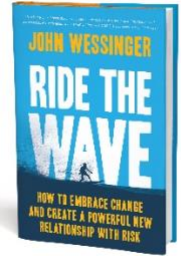


Twin Cities Author Teaches readers how to Surf Personal and Professional Change in new book “Ride The Wave”

*Lessons on creating a new relationship with Risk
by embracing change to find success instead of avoiding it.*



Minneapolis, MN – John Wessinger, Founder of marketing firm [PLAN | MARKET | SELL](https://www.planmarketsell.com/) today announced the launch of his new book “Ride The Wave – How to Embrace Change and Create a Powerful New Relationship with Risk”. Using the mindset of a surfer, Wessinger presents a set of principles that illustrate how to use the natural momentum from change to overcome challenges instead of being wiped out by them. The book guides the reader through a strategic process and uses Wessinger’s own personal experiences to highlight the new challenges faced within business and the strategies to overcome them.

Wessinger will host a launch party on Wednesday, June 7 from 5:00-8:00PM at The Calhoun Beach Club, 2925 Dean Parkway, Minneapolis, MN 55416. Registration link [here](#).

The book is based on Wessinger’s background marketing global brands and helps leaders to be more like surfers and approach marketing and selling the same way surfers approach riding waves:

- ❖ By learning to embrace the conditions (quickly evaluate changing markets)
- ❖ Adopt a progression-based mindset (continually build new skills)
- ❖ And use risk as a compass (willingly explore risk-driven strategies) to thrive in these new conditions.

By using the book’s set of principles readers can overcome new personal and business challenges and leverage the natural momentum within changing market conditions to break through the status quo and find success.

“Surfers explore risk by embracing the changing conditions around them and look for new ways to progress their surfing skills. I wanted to share my personal experiences ocean surfing to change the perspective that many business leaders have towards risk and have it seen as something to enjoy versus something that could prevent us from being successful. I also share my professional successes and failures within business to show readers that we can ride or actually enjoy the change by adopting the mindset and approach of the surfer,” said Wessinger. “This book is for business leaders, organizational teams and really anyone looking for a process to overcome new challenges.”

Ride The Wave: How to Embrace Change and Create a Powerful New Relationship with Risk by: John Wessinger ISBN: 978-1-63489-064-9 Price: \$25.00 Pages: 278
Publisher: Wise Ink Creative Publishing Format: Hardcover Preorders Available at [Amazon](#), [Barnes and Noble](#), and <https://www.planmarketsell.com/ride-the-wave-book/>

PLAN | MARKET | SELL <https://www.planmarketsell.com/> is a marketing firm based in Minneapolis, MN. They help business leaders and organizations integrate marketing with sales and align internal processes with the new way that customers buy.