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## **INNOVATIVE WEB COACHING COMPANY COMPASS BRINGS BOOKS INTO THE DIGITAL AGE**

*Compass signs well-known authors to turn books into affordable online coaching programs*

**[San Jose, CA] – February 21, 2011** – Compass, the leader in internet based coaching, or e-coaching, announced today that it has added several major authors to its list of contributors. Compass turns self-help books into on-demand virtual coaching programs, and offers members the opportunity to work with professional coaches affordably through monthly memberships.

“Most people buy books because they have a problem to solve, but they rarely make time to read them. Compass takes self-help books, and turns them into online or e-coaching programs. Our members don’t have to read the book. They just have to log on and listen to their e-coaching session for 5 minutes each day.” said Kim Fulcher, CEO of Compass.

An author herself, Fulcher continues, “The publishing and coaching industries are undergoing a massive transformation. Web content is converging with TV and books. Regular people don’t have time to read multiple books each month, and they rarely have the \$500 per month required to work with a coach individually. Compass makes it possible for that every-day person to make a practical change in their life for less than what it would cost them to purchase one book per month.”

Compass offers e-coaching programs in the categories of life balance, money, career, health and fitness, relationships, and spirit. Compass announced the addition of several highly successful and widely recognized authors to its contributor base. “Compass is attracting the most innovative self-help authors in the industry. These people are teachers and thought leaders. They want to reach a wider audience, and they know e-coaching is the way to do that,” said Becky Mason, VP of Marketing and Product Development for Compass.

“I am a teacher. My mission is to touch lives. Partnering with Compass allows me to reach people I might not have otherwise been able to touch. This is a divinely ordained alliance,” said Iyanla Vanzant, best selling author and television personality.

A best-selling author of 33 books, including *Five Wishes* and *The Big Leap*, Gay Hendricks shares, “Compass represents the new age of self-help publishing. Readers need support to make changes in their lives. Compass combines the teaching of great self-help thought leaders with the practicality of the coaching industry. This isn’t just Publishing 2.0, it’s Life 2.0.”

Compass CEO Kim Fulcher concludes, “When it all boils down, we’re not in the business of coaching or publishing. We’re in the business of solutions and results.”

The company is getting them. With hundreds of thousands of members claiming their success on the company’s website and social network, it’s clear that Compass is the next generation in leading the transformation of the publishing industry.

### **About Compass**

Compass is the leading SaaS provider of on-demand, affordable e-coaching solutions. Compass combines digital content, based on popular self-help books, with live group coaching services and a web-based interactive e-learning platform to improve the personal and professional performance of each user. Users access e-coaching solutions through the company’s [www.mylifecompass.com](http://www.mylifecompass.com) website or through private portals that offer solutions designed to foster employee engagement for the enterprise market. Compass clients include The Home Depot, EMC, and Best Buy. Founded in 2008, the company is headquartered in San Jose, California.

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