

FOR IMMEDIATE RELEASE

Video Production Expert Dia North Hits #1 On Amazon Best-Seller List With “Answering The Call”

Dia North, video production expert and coach, recently hit six Amazon.com best-seller lists with the new book, “Answering the Call,” including #1 in two categories.

Greenbrae, CA – July 30, 2014 – Dia North, creator of [DIY Video Secrets](#), recently joined Lisa Sasevich, “The Queen of Sales Conversion,” along with other leading experts from around the world to co-write the book titled, *Answering The Call: Entrepreneurs and Professionals Reveal How They Said Yes to Success and You Can Too!* The book was released on July 24, 2014 by CelebrityPress™ - a leading business book publisher.



On the day of release, [Answering The Call](#) reached best-seller status in six Amazon.com categories - reaching as high as #1 in the “Direct Marketing” category and the “Marketing For Small Business” category. The book also reached best-seller status in the “Marketing,” “Small Business/Entrepreneurship,” “Marketing/Sales” and “Business/Money” categories. Dia North contributed a chapter titled “How to Be Mesmerizing on Video – How to Do it and Why it Matters.”

Dia is the creator of *DIY Video Secrets*, the popular do-it-yourself video system that teaches savvy entrepreneurs how to make professional-looking videos for websites and social media. *DIY Video Secrets* is a simple and pragmatic way for the do-it-yourselfer to learn how to make a video with essential skills like camera selection and settings, scriptwriting, and editing. With *DIY Video Secrets*, savvy entrepreneurs learn how to make great-looking business videos in no time, including YouTube videos and video blogs, while looking great on-camera. Dia's new program, [How to Look Good on Video](#), explains what it really takes to look good on video including wardrobe and grooming for women and men, how to increase your authenticity factor on video, and practical skills that conquer camera shyness.

CelebrityPress™ describes *Answering The Call*:

Our Celebrity Experts® in *Answering The Call* come from totally different places. Their experiences are as varied as their passions, but they are all passionate about their subject. Their experiences have given them the success they currently enjoy, notwithstanding the obstacles they overcame, to achieve their goals.

You may have noted in life that your mindset colors your thinking and your actions. In order to change direction in life to achieve your goals, you may need to realign your mindset. At the very least, by learning from a mentor's experiences, you will save valuable time and effort. The CelebrityExperts® in this book can guide you by their analysis, experience and action – in what to do or not to do – in *Answering The Call* that to which you are responding.

After such a successful release, Dia North will be recognized by [The National Academy of Best-Selling Authors™](#), an organization that honors authors from many of the leading independent best-seller lists.

Click [HERE](#) to order a copy of *Answering The Call*.

The royalties from this project will be given to [Entrepreneur's International Foundation](#), a not for profit organization dedicated to creating unique launch campaigns to raise money and awareness for charitable causes.

Learn more about Dia North and DIY Video Secrets at www.DIYVideoSecrets.com

More About Dia North:

Dia's video production company, Dia North Productions, has produced nearly 1,000 online videos for Fortune 500 companies including Chevron, Sheraton Hotels, Autodesk, and nonprofits for medical research, clean technology, and The Arts.

The Smart Spot (Conari Press, 2003), Dia's book about intuitive business decision-making, won an IPPY award, and her video, "Dream," was featured at the Apple Digital Film Review in San Francisco.

Dia's story of business success is featured in *Great from the Start*, John B. Montgomery's book about conscious business leadership in Silicon Valley. Her entrepreneurial success is the subject of a case study in the textbook *Women in Business: Shattering the Glass Ceiling* by Hope Gale.

Dia is on the Education Team for BNI by the Bay in Northern California, and is a member of the American Association of University Women. She is a supporter of the historic Smith Rafael Theatre Preservation and a long-standing member of the California Film Institute. She has been a guest on *Pacific Venture Club*, a Chamber of Commerce internet television program.

Contact Dia: Dia@DIYVideoSecrets.com.

Learn more about *DIY Video Secrets: Do-It-Yourself Video for Savvy Entrepreneurs* at www.DIYVideoSecrets.com.

View an online portfolio of corporate and nonprofit videos produced by Dia North Productions at www.DiaNorth.com.

About Celebrity Press™:

Celebrity Press™ is a leading business, health and wellness book publisher that publishes books from thought leaders around the world. Celebrity Press™ has published books alongside Jack Canfield, Brian Tracy, Dan Kennedy, Dr. Ivan Misner, Robert Allen and many of the biggest

experts across diverse fields. CelebrityPress™ has helped launch over 1400 best-selling authors to date.

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Dia North, Video Production, DIY Video Secrets, Dia North Productions, DIY Video, Look Good On Video, Answering The Call, CelebrityPress

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