

Readers of *Red wine & popcorn: doing business like a Bohemian*

“*Red wine and popcorn* got me excited again. It reminded me why I started my business. It gave me such a lift that I’ve bought 6 more books for my friends and clients, and my store already feels like a happier place. I don’t worry any more if a customer walks out without buying something: what matters is that they had a good experience here. And that will come back to me.”

**Tish Novotny, owner
Tisha’s, Preston, Ontario**

“I was a bit apprehensive when I picked up this book because I generally do not finish reading business or marketing books. But this is Friday and I bought the book on Tuesday and I’ve already finished reading it. In fact, I’ve already recommended it to other people. I can’t wait to read the next one.”

Bill Coppes, travel agent

“What an amazing book. I got so immersed in it I had a hard time tending to my daily tasks. My ideas on customer service just brushed the surface; *Soper* goes so much deeper. I have passed the book to my sister-in-law who is going into business with me but as soon as she’s done I plan to read it again, this time with pen and paper handy so I can keep notes. I feel so excited and optimistic about my whole venture.”

**Trish Jones,
Administrative Assistant
Kitchener, Ontario**

“I was reading *Red wine & popcorn* early this morning while on the cycle at my gym. I was peddling so fast I looked like a house on fire. One of the trainers stopped by and said, “That must be some great book!” because of the smile on my face. I couldn’t help but laugh—I felt like I was flying—my mind was speeding along as fast my legs with ideas! It left me energized! Thank you!”

**Cathy Watson
Sales rep with Re/Max Solid Gold since 1989**

“*Soper* goes the opposite from what so many business owners do. Instead of cutting corners, she does the extra. In my line of work, this makes perfect sense. You often don’t see success until many years afterwards, and these clients will come back to me and say, You made a big difference in my life.”

Jeff Allmand, Social Worker

“I loved the book because it reflects so well how my own clientele has burgeoned over the years. It all comes down to serving people the easy way: being yourself. I took it with me on my vacation to Tel Aviv, and my friends were jealous because I spent more time enjoying your book than their company. I left my signed copy with my friend because he demanded it. Since then he’s loaned it out to two of his friends, and so on. Even though their first language is not English, they still enjoy it immensely.”

**Robert Blanshay
Barristor & Solicitor
Toronto, Ontario**

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“What a great book! I can't even put it down, haven't read a book like this in a long time. It's like someone just explained the real meaning of diversity. I really think Soper is the Bohemian guru.”

**Caroline Outland, Trainer
Kitchener, Ontario**

I found Red Wine and Popcorn fascinating...couldn't put it down. I will be returning to work after a year off and many of Laurie's ideas will help me reintegrate smoothly. I'm learning not to be afraid to ask stupid questions and to keep asking until I've uncovered what my clients really need. It's like being a detective, just like Columbo!

JF, pharmaceutical Rep

I went to bed with *Red wine & popcorn* last night. Woke up early, got a cup of coffee and read for another hour in bed. Delicious. Laurie is great. Her book inspires me.

TN, Mortgage broker

“I bought the book for myself, but my wife grabbed it, and stayed up the whole night reading it. She finally finished it at 6 am the next morning.”

Don McNicol, Electrical consultant

The book is definitely a keeper. Can't tell you how many times I've referred back to it. I picked up a copy for my mom, and she sometimes calls to tell me to read a paragraph.

**Donna Haskett, Professor of Business,
Canadian College of Massage & Hydrotherapy**

In doing some research on entrepreneurship your book jumped out of the shelf and into my hands. I found your approach very inspirational. Lately, I've been pretty down on myself, worried and feeling like a sloth but I picked up your book again and was immediately uplifted. Thanks for reminding me that going with the flow is exquisitely natural. Your book is awesome.

KT, courier for 18 years, now a busker

“I can totally relate to the way Soper got her first clients...that's exactly how it happens with me. Not when I'm eating popcorn and drinking red wine (I prefer white), but usually when I'm so busy and can't see the end in sight...someone calls.”

Donna Campbell-Anderson, PT Solutions

The book *Red Wine & Popcorn* is still my Number One source of inspiration. I go back to it again and again. I will be giving a talk on Customer Service to a small group of budding entrepreneurs tomorrow and will be suggesting your book as a must-read.

**Clare McNaul
And Venus Smiled, Guelph**