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**Media Fact Sheet**

## The Magic Megaphone®: How to get your projects unstuck and back on track in under 60 minutes

by Nick Montoya  
 with Roger S. Peterson

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Published by Megaphone Publishing Company,  
 Granite Bay, California,  
 a division of Megaphone Communications

- *The Magic Megaphone* is a 128-page book that describes a simple, five-step process for getting personal and business projects unstuck and back on track. The book was published on October 5.
- **Local production:** The Magic Megaphone was locally developed. All the case studies (eight) are from real, local people who used the Magic Megaphone to get their projects unstuck. The book's designer and packager is Anita Thomas of Binding Plus in El Dorado Hills. Dan Bessie drew all the artwork (the ants) and only recently moved out of the Foothills. The website, [www.magicmegaphone.com](http://www.magicmegaphone.com), was locally developed. Printing, however, is being done in Kansas.
- **Availability:** The book is available at [www.magicmegaphone.com](http://www.magicmegaphone.com) and [www.Amazon.com](http://www.Amazon.com). It can also be ordered by calling the toll-free number for Megaphone Communications at 1-800-985-0098 or writing to Megaphone Communications, 6873 Douglas Blvd #121, Granite Bay, CA 95746. Price: \$21.95 plus S/H.
- Author Nick Montoya has used the Magic Megaphone process extensively at Intel Corporation, where thousands of attendees requested he provide a book about the experience.
- **Book's foreword:** Intel's VP/CIO John Johnson wrote the foreword.
- **Endorsements:** CSU/Sacramento Dean of Business Sanjay Varshney wrote a strong endorsement on the dust jacket. Nick Montoya is actively involved with the School of Business at Sacramento State and frequently presents the Magic Megaphone process there.
- **How did the authors connect?** Roger S. Peterson worked under Nick Montoya while on a seven-month contract as a writer in Intel's IT Division. Roger saw the Magic Megaphone in action and noticed how simple the process was for people to follow, execute, and remember. Roger suggested Nick do a book.
- **What is Megaphone Communications and what is Megaphone Publishing Company?** Nick Montoya will continue conducting Magic Megaphone workshops for business, professional, and non-profit groups under the name Megaphone Communications. Megaphone Publishing is focused on editorial and book development.

- **What else will Megaphone Publishing Company be publishing?** *The Magic Megaphone* is the first book in a series that will be developed in Megaphone Publishing Company's five-year plan. Future product extension slated includes:
  - *The Magic Megaphone for Campaign Managers*
  - *The Magic Megaphone for Teachers and Counselors*
  - *The Magic Megaphone for Religious Leaders*
  - *The Magic Megaphone for Teenagers*
  - *The Magic Megaphone for Athletic Coaches*
  - *The Magic Megaphone for Public Relations Professionals*
  - *The Magic Megaphone for Sales Managers.*

In addition, Megaphone Publishing will later consider for publication other short easy-to-read books that describe simple processes for solving common business problems.

- **How do projects get stuck?** Nearly every task in business becomes a project that involves several people. People differ. They come to projects with different assumptions about each project. Rivalries arise. Committee members may spend days on silly, forgettable mission statements. Unless all project members agree on the purpose of the project, its benefits, and who should care about the project, the project will take forever to accomplish anything. Even then, results will be lame because we are so used to lame results.

The Magic Megaphone brings a project team together on purpose, benefits, audience, desired results – and an action plan – in under 60 minutes! More importantly, the goal is to earn “wows” rather than lame results. After all, don't you prefer A grades to C grades? If so, aim for A grades in all projects.

Projects can also be personal ones, such as:

- Stopping an addiction to computer games (*a true case story*)
  - Getting a job in a different department (*a true case story*)
  - Getting employers to recognize the needs of young parents (*a true case study*)
  - Revitalizing and expanding your business (*two true case studies*)
  - Becoming a competitive salsa dancer (*a true case study*)
- **What's wrong with mission statements?** They are typically a waste of time, too wordy, and no one can remember them. So, why bother? The Magic Megaphone's Step 1 is called the MegaMission™. A project's MegaMission must be one sentence only. If the project's purpose can't be explained in one sentence, the project is really stuck.
  - **Author backgrounds:**

**Nick Montoya:** Nick Montoya, Granite Bay, is a senior manager at Intel Corporation where he has worked for 28 years in four countries. Working as an executive coach and inspirational speaker, Nick helps organizations and individuals achieve business and personal excellence with his creative and simplified approach to project management, the Magic Megaphone. Nick is a member of the Board of Directors of the Sacramento Hispanic Chamber of Commerce.

**Roger S. Peterson:** Peterson, Rocklin, is a freelance business writer and writing coach. He spent ten years in college textbook publishing during which he published 45 textbooks in psychology and education. He is the “Legalese” columnist for *Comstock's* magazine and is a former Contributing Editor for *Tradeshaw Week* magazine. He has published more than 100 articles in various publications. His first book, with Atlanta co-author Dr. Nicholas De Bonis, was the “*AMA Handbook for Managing Business to Business Marketing Communications*,” © 1997, NTC Business Books/McGraw-Hill. Peterson is one of 195 Professional Certified Marketers (PCMs) of the American Marketing Association, and the only PCM in the Sacramento area.