



**eRetailer Summit founder launches
'Mindful Minutes'
series with new book**

FOR IMMEDIATE RELEASE

April 30, 2019

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(Trumbull, CT) - Over her 20+ year career, Sonya Ruff Jarvis has worn many hats: MBA marketer, entrepreneur, small-business owner, Managing Member of Connecticut-based Jarvis Consultants, founder of the Home Improvement eRetailer Summit, wife and mom.

Add to that list the title of author, with her debut book *Mindful Minutes: A Marketer's Journey Through Business*. Ruff Jarvis adapted the book from her blog Breaking the Code of Excellence, in which she shares insights about how everyday encounters become learning experiences. The book is the first of a three-part series; *A Marketer's Journey Through Branding* and *A Marketer's Journey Through Event Marketing* will be released in the near future. "My desire in publishing this series is to remind everyone that there are lessons in everyday encounters as long as we are mindful and present in that moment," says the author.

The new book reflects Ruff Jarvis's vibrant personality, leadership skills, and business acumen driven by her "get it done" attitude and informed by a personal mantra to "give light to your life's passion" says Deborah Shearer, founder of Table + Dine who wrote the foreword.

Sonya filters everyday interactions through her marketing lens from which readers can learn and apply to their lives. The journey she takes readers on is both inspirational and a guide to strive for excellence, and to learn from achievements and stumbles along the way to create one's own success.

Mindful Minutes: A Marketer's Journey Through Business is available for purchase on Sonya's website, www.JarvisConsultants.com, at www.Amazon.com or through www.BarnesandNoble.com.

For more information about the *Mindful Minutes* series, contact Sonya at 203-295-3385.

About the Author

Sonya Ruff Jarvis, a life-long marketer, has been a corporate executive, bible study teacher, organizer of events with tens of thousands attendees and now a successful small business owner. And through all of this, Sonya has run the New York City Marathon, survived breast cancer and created an innovative business-to-business customer relationship model. She and her husband, Scott, live in Connecticut with their daughter who is a fierce basketball player and their Havanese dog, Sadie, who completes their family.

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