



**FOR IMMEDIATE RELEASE:**

## **New Author Demonstrates That Giving of Oneself is the Key to Success**

**Following his own advice, Sanjeev Aneja encourages readers to achieve their own success and happiness in his new book, *For It To Be, It's Up to Me***

EDISON, NEW JERSEY – A positive and generous attitude may seem like an elementary concept. However, author Sanjeev Aneja points out in his new self-development book that this basic idea, which has led to success and satisfaction in his own life, is generally overlooked by the vast majority of the world's population. Through a series of lessons, *For It to Be, It's Up to Me* shows readers how to get their lives back on track.

Metaphorical narratives and a conversational tone make the lessons entertaining and accessible. Aneja appeals to readers' common sense, as well as exemplifying his and others' experience, in encouraging religious tolerance, generosity, and not taking oneself too seriously. Actively giving, Aneja practices what he preaches and plans to donate all profits from sale of *For It to Be, It's Up to Me* to charity.

For more information or to request a free review copy, please contact the author at [sanjeev@sanjeevaneja.com](mailto:sanjeev@sanjeevaneja.com) or by visiting [www.sanjeevaneja.com](http://www.sanjeevaneja.com). *For It to Be, It's Up to Me* is available for sale online at Amazon.com, Borders.com, and through additional wholesale and retail channels worldwide.

### ***About the Author***

A successful, independent realtor for 12 years running, Sanjeev Aneja was president of New Jersey's Middlesex County Association of Realtors and the state's Realtor of the Year in 2004. He has been actively involved in his community, chairing committees on local, state, and national levels, and is both a participant in and a leader of self-development seminars. Born in New Delhi, Aneja currently resides in Edison, New Jersey with his wife and two children.

### ***About BookSurge***

BookSurge LLC, an Amazon.com company, is a pioneer in self-publishing and print-on-demand services. Offering unique publishing opportunities and access for authors, BookSurge boasts an unprecedented number of authors whose work has resulted in book deals with traditional publishers as well as successful *authorpreneurs* who enhance or build a business from their professional expertise.

###