



Krispective

2690 Girdle Road

Elma, NY 14059

716-712-4200

E-mail: [kris@krispective.com](mailto:kris@krispective.com)

Website: <https://www.krispective.com>

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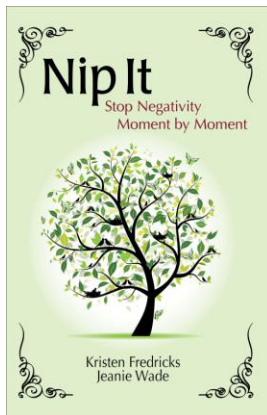
## FOR IMMEDIATE RELEASE

8/18/14, Buffalo, NY

Visit [www.krispective.com](http://www.krispective.com) for contact details, review copies, photos, and the author bios.

### LOCAL AUTHOR WINS GLOBAL EBOOK AWARD

*“Nip It” focuses on creating a more positive life for its readers*



Local resident, Kris Fredricks co-authored the self-help book, “Nip It - Stop Negativity Moment by Moment,” which has won a silver medal award in Dan Poynter’s Global Ebook Award Contest. Now in its fourth year, the Awards are in 72 specific categories. They are open to all publishers large and small so that a winner is the best in its category not just the best of small or regionally-published ebooks. “Nip It” won silver in the “Self Help” category.

Fredricks and co-author Jeanie Wade use stories from their lives to illustrate tools and techniques that can be used to counter negative people, deal with negative situations, and address personal negativity. Fredricks’ and Wade’s book is specifically targeted to people who want to add positivity to their lives.

Donna Feyen from More Than A Review says “The stories help you feel more normal. I realized how often I would be in a stressful or negative situation and I would think about the book while I was reading it. I recommend purchasing the book, reading it, and then gifting it. Trust me you will know someone who really needs it.”

Together, Fredricks and Wade have over fifty years of experience guiding groups to enhanced teamwork and more effective performance. They wrote this book because they have seen how the power of a positive attitude can change the outcome of a situation and significantly impact a person’s life. Read more about the authors and the book at [www.krispective.com](http://www.krispective.com).