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P R E S S R E L E A S E

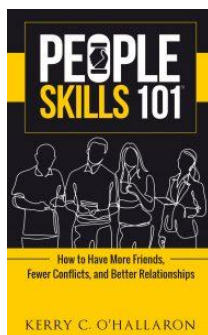
“Nice” is Now the “New Normal,” Declares Author

Blueprint proposed for shifting away from a “culture of nastiness”

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Tampa, FL December 5, 2018 – “Our country has a reputation for having a lot of residents who are, quite simply, nice people,” says author Kerry O’Hallaron. “However, cultural influences, pressures of everyday life, and the Internet with its often-anonymous negativity, can quickly turn ‘nice’ into ‘just plain nasty.’”

O’Hallaron has released a proposal to help shift our culture back towards “nice.” The proposal is in the form of his book called “People Skills 101-tm: How to Have More Friends, Fewer Conflicts, and Better Relationships. This new release from Shamrock Publishing is designed to fill the gap in our human relations training and knowledge – to help each of us move towards making “nice” the “new normal” again.



The author of the book (or “training,” as he prefers to call it) has divided it into four main segments, each designed to help us become more friendly naturally:

1. **Can You Really Get People to Like You?** (Provides in-depth yet fast moving fundamentals of understanding how to get people to perceive us the way we want to be perceived – the essence of human relations.)
2. **How to Connect With People – and Why** (Offers the broadest and most detailed information available regarding connecting with more people, both online and in person, and broadening your friendship base.)

3. **How to Become a “People Magnet”** (Covers the fine art of easily attracting people to you, rather than inadvertently repelling them.)
4. **The Best Kept “People Skill” Secrets - Until Now** (Just what it says. Spoiler alert – you probably know some of these secrets but may not have thought to put them to use.)

He then brings it all together with a “next steps” section, designed to help make the cultural shift one reader at a time. This new book is written in the Dale Carnegie tradition but based on the author’s own research. It is an invaluable treasure trove of usable, hands-on advice from an author who has dedicated his life to cracking the human relations code. Jam-packed with easy-to-implement suggestions, you’ll hear humorous yet sage advice from a life coach for people skills, who literally “wrote the book” on getting along, making more friends, and improving business and personal relationships.

Says the author, “The cultural trend towards people being less than friendly, less than kind, less than ‘nice’ – is certainly not something that began here. But what better time and what better place to begin to turn it around?”

From day one of pre-school, throughout all stages of our lives, People Skills 101 – tm: How to Have More Friends, Fewer Conflicts, and Better Relationships will guide your every human interaction to help you craft a new, more influential, more charismatic, more likable, YOU!

The book is available at [Amazon](https://www.amazon.com/dp/B000APR004) at <https://amzn.to/2zZIDcN> or on the author’s web site, www.peopleskills.training.

About The Author



Kerry O’Hallaron is an author, speaker, trainer and consultant who has spent his entire adult life unlocking the secrets of successful human interaction. With a passion for helping others maximize their potential, he developed his findings into a shareable formula. The result is a new release filled with timeless principles that get immediate results. Get more information at www.peopleskills.training or by email, info@peopleskills.training.

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