

PHOTOS

Lisa Mininni is a cancer survivor.

Canton woman sells book from her Web site

Primer shows to handle change

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Lisa Mininni's "Me, Myself and Why? The Secrets to Navigating Change" -- a book about people going through transitions such as leaving jobs without having another lined up -- has sold out the first 1,000-copy press run.

What's amazing about the book's success is that, first, it's been on the market only since Oct. 28, and second, she's done it mainly with her Web site, www.memyselfandwhy.com and no help from the big purveyors of books like Borders or amazon.com.

A press release described the book as a primer on "how to navigate change" written and published by Mininni, president of Excellerate Associates in Canton. Excellerate is described as a "consulting, coaching and training company" and the book is supposed to be an aid "to assist individuals through transitions that are often difficult due to the fear and anxiety created by the unknown."

Mininni will be signing and selling copies of her book on Dec. 6 at Creatopia Pottery at 924 W. Ann Arbor Trail in Plymouth from 4:30-8 p.m.

QUESTION: Where did you grow up?

ANSWER: I grew up in humble beginnings in the city of Detroit and kept going west. I went to a parochial school that is closed now, St. Alphonsus High School in Dearborn. I went to Davenport University and went for my master's degree in administration and human resources at Central Michigan University. I came to Canton about six years ago.

Q: What prompted you to write this book?

A: I had helped people navigate their changes, and I personally had gone through a lot of changes at one point when I was younger, and I got non-Hodgkins lymphoma. I survived that. I was a human resources executive and used to work for a corporation, Trinity Health. I laid a lot of people off, including myself. Just through my own experience, I noticed there is a way to navigate change, the way we're naturally motivated.

Q: What's special about the book?

A: In my book, I created three parts: Understanding what motivates you, finding possibilities and creating new paths. I want to make it fun. Life needs to be fun.

Q: Who's buying your book?

A: We're getting calls from employers. A lot of companies are going through changes right now. Companies are buying it.

Q: I understand that you founded a group for cancer survivors?

A: It's called The C Club. The c stands for conqueror, not cancer. We're about life after cancer.

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