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FOR IMMEDIATE RELEASE

Dr. Paulette Kouffman Sherman Presents When Mars Women Date

A guide for successful career women to attract love and balanced partnership.

January 16, 2014, NYC: Author Dr. Paulette Kouffman Sherman is proud to announce the official publication of *When Mars Women Date*, a guide to help Mars women have successful relationships and create the ideal balance of career and family life, right from the start!

A Mars woman is a successful career woman whose a leader at work and wants to attract a mate who will support her dreams, too. She isn't afraid to share her opinion, accomplishments, dreams and desires. She's a true partner and wants a mate who relishes her strength and finds her intelligence and drive sexy. She knows that the traditional dating rules don't apply to her!

About the Book:

When Mars Women Date is a twist on John Gray's idea that men are from Mars and women are from Venus. As a psychologist who specializes in dating, Dr. Sherman works with career women who have more 'masculine' energy and don't want to play by traditional dating rules. They feel single career women can be independent and strong on dates and still find the man of their dreams. Experts often advise women to be passive and to disguise their accomplishments during dating if they want to attract a man. It's time women had an equal playing field with men in work, dating, marriage, domestic work and childcare. *When Mars Women Date* is written from both the male and female perspective, to reveal how we can create balanced, authentic partnerships, from the start.

THE BENEFITS TO READING THIS BOOK INCLUDE:

- Learn to date authentically
- Discover how high profile career women successfully date and marry
- See what types of men they choose and why
- Learn why men love successful women and uncover what they find challenging
- Understand how these couples negotiate dating, living together and fairly dividing the domestic tasks and childcare involved in marriage
- Discover how to choose a mate who'll support your dreams

- Learn how women who make more money make their relationships work

Praise for *When Mars Women Date*:

“If you’re an independent, strong, passionate woman, you are meant to have a great life and you know it. This book will give you permission to claim who you really are, and create a love relationship that celebrates your highest strength and offers you the highest happiness.”

Tama Kieves, bestselling author of *This Time I Dance! Creating the Work You Love*

Finally! A dating/relationship book for women like me. As a successful self-determined woman--a Mars Woman--I'm thrilled that Paulette Kouffman Sherman has shown that being who we are doesn't require artifice to attract and sustain a relationship--and that with some slight, but authentic perspective shifting, we can be in alignment with the men who are right for us. Bravo for Paulette! She gives the Law of Attraction and Manifesting a Partner a real boost in relationship resonance for us Mars Women!

Jackie Lapin, author of the award-winning, bestseller *Practical Conscious Creation: Daily Tips to Manifest Your Desires*, www.jackielapin.com

When Mars Women Date was the Winner of the London Book Festival Award for the How-To Category in 2012. It was the Award-Winning Finalist in the Self-Help/Relationships category in the 2013 USA Best Book Awards, sponsored by USA Books. It's being translated by publishers into Korean, Chinese and Czechoslovakian so far.

For a preview of *When Mars Women Date*, visit www.whenmarswomendate.com

When Mars Women Date is available as a \$7.95 digital download for Amazon Kindle, Barnes & Noble Nook, and other eReader devices. It is also available in paperback format (ISBN: 9780985246907, \$14.95, 299 pp). For more information visit www.whenmarswomendate.com or Amazon.

About the Author:

Dr. Paulette Kouffman Sherman is a licensed psychologist, owner of My Dating School (www.mydatingschool.com), author of *Dating from the Inside Out*, published by Atria Books, a regular speaker at The Learning Annex, a monthly expert in JDate's JMag and is the NY Love Examiner. She's been an expert on television like the CBS Early Show & the AM Northwest Early Show and a radio guest on the Curtis Sliwa show, Pathways and others.

Dr. Sherman been quoted on MSN.com, USA Weekend, the NY Post, Newsweek, Lifetime.com, More, Match.com, Foxnews.com, Fox Business, Crains, Better Homes & Gardens, Reader's Digest, Redbook, Glamour, Forbes, Woman's Day, Metro newspapers, Men's Health, Seventeen, Complete Woman magazines, the Huffington Post and the NY Times.

To learn more about Dr. Paulette Kouffman Sherman, please visit her official websites at www.whenmarswomendate.com and www.drpaulettesherman.com.

For radio and television interviews, contact Dr. Sherman at kpaulet@verizon.net