



## Dating Boot Camp Helps War-Wearry Singles Conquer The Dating Obstacle Course

Lisa Altalida, Bay Area author will sign books and offers advice.

Date: **Saturday, September 17, 2005**  
**at 3:00 pm**

Location: Underground Books  
2814 35<sup>th</sup> Ave, Sacramento, CA  
916.737.3333



Lisa Altalida  
Bay Area Author

San Francisco, CA ---Single women face a real battle when it comes to searching for “Mr. Right.” In fact, each breakup leaves a few scars - some more serious than others – making any good soldiers reluctant to return to the dating battlefield.

In the new book, *Dating Boot Camp* (Alpha Books, ISBN: 1592573428, \$ 14.95), author and dating veteran Lisa Altalida, shares her dating strategies and training secrets to help women conquer the dating battlefield before they become a dating casualty. In this comprehensive guide, Altalida gives women new and empowering advice on the stages of relationships, sex, and starting over with the power of a drill sergeant and the grace of someone who has experienced the battles herself.

*Dating Boot Camp* helps single women take an accurate assessment of their dating situation and take control of their dating life by taking ownership for what’s not working and developing a plan that will yield better results. Altalida helps readers identify what’s holding them back and takes the steps necessary to forge through those barriers including breaking bad habits, changing routines, trying new things, and doing things that bring out the best in them. She helps readers understand why approaches like “The Rules” and “Waiting for Mr. Right” don’t work and move from being a victim to an empowered woman.

*Dating Boot Camp* is designed to build self-confidence and provide readers with strong, direct and action-oriented orders that will help women date with intent and effectiveness. Altalida teaches how to apply the techniques and be in control of interactions, as well as how to handle the whole range of situations that arise in the dating process, including sex and starting over following a break up or bad date.

### The Author:

Lisa Altalida is a marketing specialist who has appeared on several major market and nationally syndicated radio and television programs sharing her advice. While completing her master’s degree at University of San Francisco, she experienced a break up of a long-term relationship. Back on the dating scene, she saw first-hand the challenges faced by both men and women. She then took action developing a back-to- basics plan which she now uses to help countless others find the connection they have been seeking. Lisa Altalida is also the author of the Pocket Idiot’s Guide to Getting Girls.

For more info call 415.346.0199