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How does a high school dropout, fashion model, and Buddhist monk become one of the

“Top Women in Computing” (*BusinessWeek*)
“Top New Venture Capitalists” (*Red Herring*)
“Top Five Renegade Entrepreneurs” (*Success*)
“Six Bold New Venture Capitalists” (*Upside*)?

She has a different set of rules.

RULES FOR RENEGADES

**How to Make More Money, Rock Your Career,
and Revel In Your Individuality**

By Christine Comaford-Lynch

(New York, NY – May 2007) Renegade entrepreneur — and runaway success story — Christine Comaford-Lynch has lived the kind of life most of us can only dream about. From model to monk to multi-millionaire, she has always gone after what she wanted — and gotten “things” done, so to speak. And every step of the way, she’s written her *own* rules. In **RULES FOR RENEGADES** Comaford-Lynch, *BusinessWeek*’s Smallbiz columnist, presents 10 life lessons pulled from the outrageous triumphs and train wrecks she has made during her career as an entrepreneur, venture capitalist, geisha-in-training, Buddhist monk, software engineer, consultant to the Fortune 1000 and corporate board member. Candid, poignant, and often hilarious, **RULES FOR RENEGADES** (McGraw-Hill Business / Publication date: Sept. 2007 / \$24.95) is a creative and exhilarating roadmap for building a fulfilling life while rocking your career.

You are a renegade. You are apt to break the rules because they are blocking you from getting things done. Whether you are (or want to be) an entrepreneur leading your own company or an “intrapreneur” within someone else’s, whether that company is big or small, for profit or not,

whether you are returning to the workforce or heading into for the first time, Christine Comaford-Lynch knows how it feels because she is a renegade too. Her book *RULES FOR RENEGADES* reveals the unconventional secrets of her multimillion-dollar success – and how her “Get Stuff Done” philosophy works better than any business degree.

Christine created her incredible success without the benefit of a high school or college diploma. At age 16, she ran away to New York City to become a model. Six months later, she talked her way into college without a high school diploma. Neither New York’s fashion scene nor academia satisfied her yearning to make a difference in the world, so she became a Buddhist monk. But after seven years, she broke her vows and got a bottom-rung job at Microsoft, where she embraced her inner geek. (She was the first female contractor they hired without a college degree.) She also figured out that the way to make her mark was to help others start building companies. At 27, Christine decided to become a millionaire. (She had already made \$5,000 on her first business venture at age 19.) She made \$1 million on her second business venture, \$4 million on her third, and \$3 million on her fourth and she kept going. Now, in her mid 40’s, Christine has returned from semi-retirement, having earned more than \$10 million and directed a third of that to philanthropy. Along the way, she consulted to more than half of companies of the Fortune 1000 and to over 100 small businesses. Christine’s companies created over 5,000 jobs and she passed a bill in Congress to increase small business funding. Today, the trailblazing businesswoman consults to both small and big businesses and lectures nationwide.

But as Christine writes, “those are the accomplishments for the first page of the resume.” In the course of becoming a success, she has also managed to screw up royally. She gave away her personal power over to others, including Bill Gates and Larry Ellison, both of whom she dated. She fell in with a cult and almost lost her entire reputation and business digging out of the residual public relations mess. And she made some seven-figure business mistakes. How Christine survived all these setbacks is as compelling a story — and as helpful a teaching tool — as the hard-won wisdom she has gained as an über-successful entrepreneur.

In addition to vividly detailing unusual business experiences such as hosting the semi-annual “Schmoozfest” party where attendees go by their names only – no titles or companies – in order to level out the playing field (fantastic themes like “The Godfather” and “Caveman Days” are a

must!), to visiting the L.A. County Morgue to gain perspective to talking intimately with Bill Gates about his biggest fear, Christine also provides important and practical insight into things like quick and easy ways to set goals, the four most important phrases in business and life, ten steps to build your career momentum, and tips on ways to “power up” in challenging times. She also presents helpful, unusual ways to move past rejection, an in-depth analysis of different handshakes – and which one is the best, and the essentials for networking including the “Drive By Schmooze.”

RULES FOR RENEGADES also includes links to critical entrepreneurial tools such as sample business plan outlines (per Christine, “Do not use a business plan package. It hangs a sign on your back that says ‘Dis me. I’ve never done this before.’”), tutorials on sales and marketing techniques, important information to report to your board, and how set up a finance department and even on how to throw a proper “Rejection Party.”

In a Stanford Graduate School of Business report titled “How to Win as a Digital Dame in Silicon Valley: The Christine Comaford Formula, the author writes, “Spend five minutes with Christine and the overriding impression you get is one of energy... velocity... sheer momentum.” True to form, RULES FOR RENEGADES shows how getting “stuff” done is even more important than any business degree. In fact, Christine has become so successful with her “GSD,” she is the subject of a Stanford case study – and now future MBAs study *her*.

One of the most unusual and ingenious “business” books, RULES FOR RENEGADES is the story of a remarkable woman and a compelling approach to a life that breaks the rules.

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