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For Immediate Release:

**A Synopsis of
LOVE MECHANICS:
Power Tools to Build Successful Relationships with Women**

By Renée Piane

In *Love Mechanics: Power Tools to Build Successful Relationships with Women* (LoveWorks Publishing), Los Angeles columnist, sought after dating coach and image consultant Renée Piane, lays out what, until now, only men enrolled in her Learning Annex seminars could learn: how to prepare and deal with dating while remaining sane and happily single in the process. As Piane began to fill the gap by taking men through this awkward social ritual – both in her seminars and one-on-one coaching she realized that much of the available information on dating is geared toward women, and according to *The Wall Street Journal* article on “The Women Shortage” Renee’s timing is perfect. Renee saw a clear need for wider dissemination of her teachings and she is passionately representing the female perspective to help men understand “what women really want” and expect in these changing times.

“Women tend to be more socially adept, whereas men are more inclined to be competitive and success driven. This disparity adds to the pressure on men when it comes to dating,” she explains. Piane had originally noticed the challenges men faced when she was a correspondent for the national show “Men Across America,” for which she interviewed hundreds of single men. She took note of the most common problems men had and began compiling material tailored to guide them in a language they relate to. Her extremely popular seminars also became fodder for the book.

One difference often pointed out between Piane’s dating wisdom and other conventional philosophies is that she works from the inside out. She offers easy steps for how to change their energy “vibes” to make being single and the process of dating into a pleasurable, non-pressurized phase of life. She tackles erroneous belief systems many men have about love, sex and unrealistic expectations as a result of delusive portrayals made by the media about “scoring with women”.

Piane's book provides revealing questions men can ask themselves to discover whether they are prepared for a relationship. Then they are shown a simple screening process to discover if prospective partners are giving a "green light" signaling interest. Piane draws from materials she uses regularly in her teachings to deal with issues such as shoring up confidence, overcoming rejection, and getting inside a woman's head.

Love Mechanics is couched in terms that men can relate to, using the extended metaphor of a car. Headings include: "*Internal Tune-up*" (transforming inner thoughts); "*Passengers Still Remaining in Your Vehicle*" (past loves still looming large); "*Washing and Waxing*" (Skin care and grooming); and even "*Exhaust Fumes*" (belching and breaking wind). The book compiles insights from leaders in the health, communication, and healing fields with disciplines such as kinesiology, alternative therapies, holistic medicine, and energy foods. Piane shares tools and skills that give men the knowledge and direction to win in the game of love. In short, the book offers straight talk, operating tips, checklists, secrets and strategies to cultivate incredible relationships.

About the Author:

Renée Piane writes the weekly "Dear Love Mechanic" column in Los Angeles' *Entertainment Today* and on the international men's site *ASKMEN.com*. She is in demand as a personal empowerment coach, image consultant and communications expert, and has been a popular seminar leader at The Learning Annex for more than eight years. Her wisdom on sex, dating and relationships has been featured in The Wall Street Journal, Cosmopolitan, The Philadelphia Inquirer, New York Daily News, and The Los Angeles Times, among others. She has appeared on "The Other Half" (NBC), "Life Moments" (NBC), "Berman & Berman" (Discovery), "Eye on LA." (ABC), "The X Show" (FX), "New Attitudes" (Lifetime), "10" and "A.M. Philadelphia" (ABC), "The Debra Duncan Show" (ABC). Piane co-hosted the nationally syndicated radio show "Love on the Edge" with actor Richard Hatch and has a TV pilot in production.

LOVE MECHANICS: Power Tools to Build Successful Relationships with Women is Renée Piane's first book. For a review copy of the book, a photo or an interview with the author, please contact: LoveWorks P.R. at 310-274-8004. Visit www.LoveMechanics.com for more information.

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Biography

L.A. Author and Dating Consultant Renée Piane Motivates Singles To Get into the Drivers Seat of their Love Lives with "LOVE MECHANICS" Tools and RapidDatingUSA.com

Los Angeles, CA – Singles coach, dating consultant, and author Renée Piane uses *"Love Mechanics: The Power Tools for Success with Women"* (LoveWorks Publishing), wrote her first book in a series on relationships as just one of her power tools to help singles. A popular TV guest, seminar leader and co-founder of RapidDatingUSA.com, Renee is on a personal quest to help people become empowered before getting into relationships. Renee is a well respected dating makeover specialist and weekly "Love Mechanic's" columnist for *Entertainment Today* and *ASKMEN.com*. Her quest is helping "men understand what women really want" and to gather women worldwide to assist her on this mission Renee inspires others to "Celebrate Single Life" and be happy alone first!

Piane has been featured in numerous publications including the *Wall Street Journal*, *Los Angeles Times* and *Cosmopolitan*, *Men's Health* and on more than 30 different TV and radio shows. Renee Co-founded RapidDatingUSA.com in 2001 with her partner LeeAnn Webster and they now are national, spreading the love and offering singles the fastest way to meet and connect for love!

A petite brunette with an abundance of charm, charisma and an infectious optimism, Piane has hosted or been featured on shows including "The Other Half" (NBC), "Life Moments" (NBC), "Berman& Berman" (Discovery), "Eye on LA." (ABC), "The X Show" (FX), "New Attitudes" (Lifetime), "10" and "A.M. Philadelphia" (ABC), "The Debra Duncan Show" (ABC) among many others.

Renee also produced and hosted segments for "Men Across America" and co-hosted the nationally syndicated radio talk show "Love on the Edge" with actor Richard Hatch. For the "Good News Network," she worked with more than 100 non-profit organizations, political figures and celebrities urging people to become involved in community service projects. Charities benefiting from her work include The Special Olympics, Make-A-Wish foundation, Big Brothers, The Starlight Foundation, The NYC Fallen Firefighters Fund and The MacLaren Children's Center.

One of Renee's passions is visiting "special" children and the elderly dressed as an Angel for over 13 years. This part time avocation inspired and touched many people that crossed her path...thus her nickname "ANGEL". Her love for helping charities was inspired by the philanthropic works of her parent's who continuously served the community in Wilmington Delaware. Renee's vision and commitment is to

become a catalyst for affecting positive change through her various multimedia projects and books.

Renee draws from over 15 years of research and experience in the areas of communications, broadcasting, television production, alternative therapies, holistic medicine, energy, world religions, the healing arts, marketing, interpersonal relationships, and image consulting. Renee worked as a cosmetologist and makeover specialist for many years in a popular salon back east. She was known to be the "Healer of the Heart" at the salon and many came to her for "love" advice. Unfortunately she became very ill from the chemicals in her working environment and was forced to leave the business. Her new work was stimulated by her own recovery from this debilitating illness and the desire to share her accumulated knowledge with others. The adversities of this health challenge lead her into a new career path.

A graduate of The American Seminars Leaders Association, professionally media trained by Joel Roberts, Piene is also certified in NLP (Neuro-Linguistic Programming), Time Line Therapy and Hypnotherapy. She is in the process of completing her degree in Psychology.

Using her expertise in the beauty industry Renee has recently combined forces with Tony Kogak, a Skin Care industry leader for 13 years. The company, *SKINWORKS INTERNATIONAL LLC* released the *SKIN WORKS for Men* line in December of 2001. This Skin Nutrition line is an integral part of the ever-expanding product line in Renee's *LOVE MECHANICS* Tool Kit. These products were designed to educate men and help give them *the competitive edge* in business and as well as their personal lives.

The key to Piene's popularity and success may be her focus on changing old belief systems and remove the stigma about being "single". She assists singles to make the best of what gifts they have been given and offers them the tools to assist them on their quest! After her illness she lives life to the fullest and teach others to do the same. Giving back to others in need is one of her secrets to happiness and success! The foundation of all her life experiences and education, combined with her entertaining delivery makes her a unique combination of passion and compassion.

She provides innovative strategies and practical tools for both men and women to live extraordinary and fulfilling lives by preparing them for love from the inside out. Renee hosts popular social networking events, interesting discussion groups, and *Rapid Dating* events in Los Angeles to offer people many opportunities to connect. Says Piene, "I teach that by being honest about yourself, connecting in your community and 'Flirting with Life,' you can get more love and success than you ever dreamed possible."