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FOR IMMEDIATE RELEASE



Local City Councilmember and Author Releases New Relationship Gag Book

Roseville, CA – December 14, 2023

Scott Alvord is thrilled to announce the release of his latest book, "***Secrets Exposed, What Men Know About Women (Unabridged Edition) – Includes Secret Addendum: Husbandry 101.***" With its unique blend of hilarious humor, relationship insight, and practical tips, this comedy gag book promises to be a delightful addition and conversation starter on the literary landscape of any coffee table.

The 27 chapter titles are certain to induce laughter and the Husbandry 101 Addendum will invoke quite a laughter session among groups of men, women, or mixed company!

One of the Barnes & Noble five-star reviews titled, "*My Husband And I Couldn't Stop Laughing,*" says, "*Just reading the chapter titles brought us to tears. The Husbandry 101 'techniques' are side-splitting, very creative, and horrible all at the same time! We will be showing this book to friends when they come to visit. It's worth the price. Nicely done.*"

NOTE: This press release has enough content to write a detailed story. 😊

The website has a lot of details: www.WhatMenKnowAboutWomen.com (it also has a Media Kit page with book cover and author images, etc.) and the author is willing to be interviewed and participate in book signings.

Key Highlights:

- **Laugh-Out-Loud Content:** Discover the lighter side of relationships as Alvord humorously dissects the mysteries of what men around the globe have truly gathered about women. The book's funny chapters and detailed addendum make it a must-read for anyone navigating the complexities of love.
- The **Foreword** is by his wife, Karen Alvord. It sets the tone for the humor every reader is about to embark on. She made the statement, "I can officially attest that Scott Alvord was 100% accurate in his thorough explanation of what men know about women." And after you see below how the chapters are formatted, you'll likely agree.
- **Community Effort:** Scott did extensive research for this book and his website says 92 people were involved in creating the topics and reviewing the book.

- **27 Chapters that Cover All Topics:** Below are just a few examples of the 27 chapter titles:
 - P. 47 Insider Knowledge to Decipher Her Emotions
 - P. 69 Foolproof Techniques for Successfully Arguing with Women
 - P. 115 Mysteries of Women’s Handbags Exposed
 - P. 153 Foolproof Answers for the Dangerous “Does This Make Me Look Fat?” Question
 - P. 241 Why Women are More Talkative Than Men
 - P. 281 (the author’s favorite) How Women can Tell the Color Difference between Off-White, Ivory, Vanilla, Cream, Ecru, Eggshell, Beige, Linen, Buff, and Dove
 - P. 321 How to Guarantee the Intimacy You Desire
 - P. 403 Her Magical Intuition and How to Avoid Becoming Its Victim
 - P. 417 If Divorce Happens, How to Avoid Getting Taken to the Cleaners
 - P. 435 Hints and Signals: Translate the Code and Read Between the Lines
 - P. 449 Conclusive Research Explaining the Enigma of “Nothing’s Wrong” When Clearly Something Is

- **How the gag chapters work:** Each chapter not only has a hilarious title, but includes relevant quotes related to the topic (some from regional residents) and a “setup” paragraph often starting with a funny statement followed by an explanation of how the rest of the chapter contains all the information gathered. So, as an example of how a chapter “works,” below is a chapter title, one of the four quotes that show on it, and the setup paragraph:

Foolproof Techniques for Successfully Arguing with Women

“There are two theories to arguing with a woman. Neither works.” – Will Rogers

Unless one of you is comatose, there will definitely be disagreements and sometimes arguments. As men, we are naturally competitive and we certainly don’t want to lose an argument, especially when we’re defending a valid position. Below is *every* foolproof technique known to man that can be used to successfully win an argument with a women:

Then, after you turn the page from page 69 where the above chapter title exists, page 70 through page 90 **is blank** (other than page numbers) until the next chapter starts on page 91. A funny addition is that the last page of each chapter has a statement, “This page was intentionally left blank.”

- **Unique Addendum – Husbandry 101:** This section of the book is “real” with a top secret section where men are not allowed to show these “selected excerpts” (of the mythical Husbandry “manuscript”) to women at the risk of having to turn in their Man Card. This addendum really sets this book apart from any of its competitors. The Addendum has four sections:
 - Lifetime Liberation from Laundry
 - Cooking for Freedom
 - Maintaining BBQ Grill Master Status
 - The Secret Point System Game That Women Play

The first two sections are well-planned, tongue-in-cheek techniques to ensure your spouse will never let you do laundry or cooking again to avoid the PTSD that your initial disaster will invoke! Of course, he shares the always nuclear statement of, “My mom would have never done it that way.” They are hysterically funny but any man who truly attempts these techniques will, as the author states on the website, likely end up on the couch until he wakes up to the reality of modern marriages.

The Secret Point System section will cause laughter just thinking about how women gain competitive points for embarrassing their man by making him do things like hold her purse, shop for tampons, and similar situations that Alvord describes in hilarious detail as he includes the ways to ensure she doesn’t score too highly.

- **Ideal for Various Audiences:** Whether you're dating, engaged, married, divorced, or reveling in the single life, "Secrets Exposed" has something for everyone. It's a 500-page laughter-filled journey that transcends relationship stages.
- **About the Author:** Although Scott Alvord is a well-known Roseville City Council member with a strong business background, he is still married to his college sweetheart (37+ years) and they have raised seven children into adulthood and now enjoy thirteen grandchildren. Their home has always been full of laughter and Scott gained a reputation of being creatively funny as he entertained adults and children at parties in his past downtown Roseville restaurant, A Dash of Panache, earning him the title of “Most Colorful Character” in a regional readers choice contest. Alvord is a public speaker, author, trainer, and business coach. His previously published books were business-related and this book is his first published book based entirely on humor. Scott explained, *“I’ve been thinking about this book for decades and I decided that it was time to finally do it. Getting the community involved in helping refine it was half the fun!”*

- **Quotes:** Amazon and Barnes & Noble might have testimonial quotes too but here are a few that exist on the back cover of the book:
 - "I have been a marriage and family counselor for 14 years and I have read this book from cover to cover and can attest that what men know about women in every single one of these categories is...well...100% accurate!" – Dr. Emerald, MFT
 - *"This book is a must-read for young men or as a refresher course for the experienced man. Scott does a tremendous job outlining the numerous topics that we should know about women. The excerpts from Husbandry 101 are humorous, but I am surprised he is making public this top-secret information. What Men Know About Women is a lighthearted, funny read that celebrates what we really know about women and our relationship with them."* – Daniel Beal, writer/producer
 - *"This book speaks volumes, well actually pages, to what men know about women. It's clever, entertaining, and a quick read. Read this book when you need to laugh or chuckle - which should be all of the time! This is the perfect gift for any man - it's kind of like getting a vacuum on my birthday. I didn't ask for it, but it sure is useful."* – Alyson Smith, rad woman, wife, mother, sister
- **Publisher and Where to find the book:** The book is published by **Advanced Publishing Concepts** and can be found on most major online book outlets (see website for a partial listing). The best place to get links to resellers of this book is the book's website: www.WhatMenKnowAboutWomen.com (we would appreciate it if you'd mention the website! And if you'd like a unique tracking link so we can track traffic from your article, just ask!)
The book also has a Facebook presence at WhatMenKnowAboutWomen
- **Book Details:** The book is 500 pages, 6x9" and currently in two formats:
 - Hardcover (best for coffee tables) retailing at \$39.98
 - Paperback (but nice) retailing at \$28.98
 - Both books can be wholesaled to local gift shops through the author or publisher.
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