

UNSCREWED: The Consumer's Guide to Getting What You Paid For

By Ron Burley

Interviewers Kit

Book Summary:

Every four seconds unsuspecting consumers are duped by companies of all sizes. Whether it's the unscrupulous car dealer, the uncommunicative cell phone company, or the unfriendly skies, seven million customers are taken advantage of each year! Gone are the days when "the customer is always right." Today's business economy is governed by a simple business equation: the customer with a problem is easier to replace than to satisfy. Ron Burley's take-charge book levels the playing field!

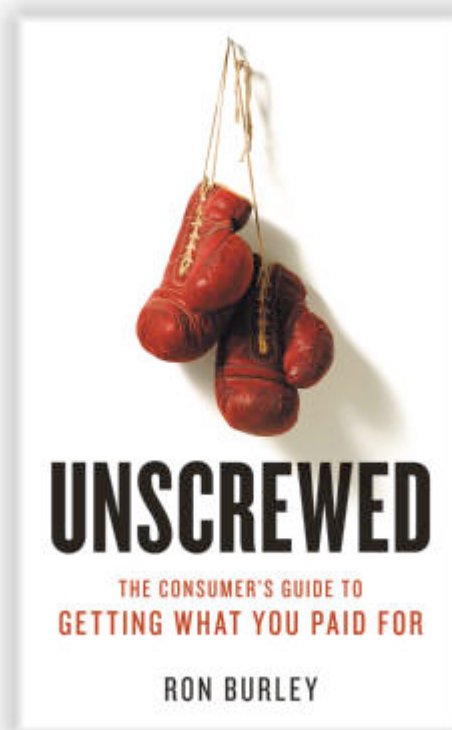
Unscrewed empowers consumers to flip that business equation on its ear and guides them through all types of offenses, from disputing minor scams to wrangling with corporate bureaucracy. Armed with the tools to demand satisfaction, readers learn:

- Why conventional "complaint" solutions no longer work
- Why some companies don't treat them fairly, and what they can do about it
- How to "negotiate like a business" rather than complain like a consumer
- How to avoid the voicemail trap entirely
- How to get even the worst customer service representatives to pay attention
- How to keep from getting screwed in the first place

Five principles and a collection of techniques win satisfaction in virtually any business negotiation without the hassle of writing letters, arguing, or going to court. Sixteen true stories demonstrate the techniques in action and show readers how to use modern technologies to shift the power in their favor.

Often accomplished in an afternoon—and sometimes in just minutes—the Unscrewed solution offers readers the right words, manner, and message to get service and satisfaction hassle-free.

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Author Bio:

Consumer Advocate Ron Burley battles for the little guy against some of the largest corporations in the world. As a national columnist for the nation's largest circulation magazine and a consumer correspondent for ABC's Good Morning America, Ron has returned more than \$5 million dollars to exploited and defrauded consumers. He has testified to congressional committees on consumer issues and is a popular public speaker. He is also the Senior Partner & Founder of Brushfire Consulting, a firm dedicated to improving the relationship between customers and corporations worldwide.



Along the way, Ron also worked as a television & radio reporter, print journalist, technology columnist, disco disk-jockey, telemarketer, non-profit fundraiser, airport baggage handler, political mouthpiece and software developer. In the 1990's, he founded Broadcast Software International, a software company specializing in digital audio products.

Ron lives in Eugene, Oregon with his wife, Coleen, and three kids. He's a private pilot and regularly flies his vintage 1965 Cessna 172 on research trips throughout the northwest. He's a lowly white belt in karate and enjoys playing the guitar.

PRODUCER NOTE: Ron Burley is a journalist with more than twenty years experience in print, radio, and television. He has logged more than five thousand hours on the air. He takes direction well. Let him know what you are looking for in the interview... funny, serious, empowerment... and he will work with you to deliver an excellent interview. All material is evergreen, and the author is available on short notice.

Contact Info — Phone: 541-357-8268 Email: ron@ronburley.com

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Suggested Introduction:

At one time or another, everyone has had a time when we felt cheated, or ripped off, by some company that we've done business with. Former consumer reporter —turned consumer activist—Ron Burley, has solutions for everyone in his book titled “UNSCREWED: The Consumer's Guide to Getting What You Paid For” that delivers a frustration-free, five-step plan to convince companies—and the government—to honor their word and do the right thing.

Suggested Questions:

1. What do you mean by “Unscrewed?”
2. Why is customer service so bad these days?
3. What can we do about it?
4. How can we sidestep voicemail?
5. What are the five steps to the Unscrewed solution?
6. What is your favorite Unscrewed technique? (Funny)
7. Do the Unscrewed techniques work with the government too?
8. Why did you write this book?
9. What's your background?
10. How does the Unscrewed solution work?
11. Have you ever not been able to unscrew a situation? (Funny)
12. There are sixteen true stories in your book, which is your favorite? (Funny)