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An advertising copywriter whose specialty was direct-mail campaigns, Mr. Schwartz was the author of 10 books, including Breakthrough Advertising and The Brilliance Breakthrough. He wrote some of the most celebrated lines in direct-mail advertising, such as Give Me 15 Minutes and Ill Give You a Super-Power Memory, which launched the first book of the memory expert Harry Lorraine.

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Her Breakthrough to Brilliance coaching program is designed to help purpose-driven entrepreneurs, business owners, coaches, counselors, speakers, authors and experts transform their businesses and maximize their personal potential so they can change the world and make great money doing what they love.

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