

Contact: Barbara Zabawa
Email: bazabawa@wellnesslaw.com
Phone: 608-579-1267

FOR IMMEDIATE RELEASE

The Tug: Finding Purpose and Joy through Entrepreneurship

Barbara Zabawa's newest book combines her enjoyment of helping others with her business acumen and legal expertise. The result? Smart advice that will guide anyone seeking to alter their professional path and implement a business idea. Step by step, she'll help you turn the idea that's been 'tugging' at you into a workable business plan, giving you the chance to achieve your goals and find real fulfillment.

As a businessperson herself, Zabawa shares her own easy-to-follow business concepts for product-based and service-based businesses. Her goal with "The Tug" is to inspire and empower others to move forward with their own ideas at their own pace and join the thriving community of entrepreneurs.

In addition to being the founder and President of the Center for Health and Wellness Law, LLC, a law firm dedicated to improving legal access and compliance for the health and wellness industries, Zabawa followed her own 'tug' to become an entrepreneur. She's the founder of Pursuesuitz, LLC, a mission-based fashion company featuring the Pocketwear Tank and that promotes gender equality. She's also the founder of Lemonspark, a movement and podcast celebrating the sparks that lead people to meaningful pursuits after experiencing life's lemons.

The book is already earning praise from business leaders who say, "The Tug offers solid, detailed insights into the earliest stages of the entrepreneurship process" and "practical how-to advice, heartfelt encouragement, inspiration and priceless insights from her experience with her own start-ups." And this is "a much-needed book in the self-help genre that gives budding entrepreneurs a practical roadmap to bring their idea to life."

Angus Nelson, business consultant, coach, and the host of the "Up in Your Business" podcast says, "So many in our society are searching for meaning in their life. This book serves as an essential guide to find that meaning through entrepreneurship and giving the reader a sense of community as they take their first steps on their entrepreneurial journey so they don't do it alone."

This is exactly what Zabawa hoped for when she wrote this book. "It's so fulfilling to share the knowledge I've gained as I built my businesses to help others achieve their goals and fulfill their dreams."

Zabawa is also a Clinical Assistant Professor for the University of Wisconsin Milwaukee College of Health Sciences, Department of Health Services Administration. She is also the lead author of the book "Rule the Rules on Workplace Wellness Programs," published by the American Bar Association. She is a frequent writer and speaker on health and wellness law topics, having presented for many national organizations.

"The Tug" can be purchased at all online retailers or ordered through your favorite bookstore or directly from the publisher, [Henschel Haus](http://HenschelHaus.com). To learn more about Zabawa and "The Tug" go to <https://barbarazabawa.com/>