

**For immediate release
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Motivational expert to share secret of academic success

"College is not about your IQ, it's about your I WILL," according to one of the country's leading experts in the field of student development and self-motivation.

Joe Martin, professor at University of West Florida, will present "Tricks of the Grade: Street-smart Strategies for Acing College" at 7 p.m. Thursday, October 11, at University of Southern Indiana in the University Center's Carter Hall.

The program for high school seniors, college freshmen, and concerned parents is designed to help students achieve academically by changing the way they think about school.

Martin will share his street-smart strategies for earning at least a "B" in every course, getting inside information from every professor, staying motivated, and mastering the best kept secret to academic success.

Raised in one of the toughest inner-city ghettos in Miami, Florida, Martin is a product of his own message. He graduated at the top of his university class at the age of 20. He started his first business at 22 and became the youngest professor ever hired to teach at a state university in Florida at 24.

He is the founder and president of RealWorld University – a student success resource center. Martin also has worked as a sales trainer for a Fortune 500 company and as a public relations professional for both the state and federal governments. He is the author of two books, *Tricks of the Grade* and *This Little Light of Mine*, and he has written more than 100 articles for more than 20 publications.

"Tricks of the Grade" is being presented with the support of USI Student Wellness, First Year Initiatives, Religious Life, Career Services and Placement, and Human Resources.

The program is free, and the public is invited to attend.