

Timely Tie-Ins: Halloween, National Diabetes Month, the Holidays

We are a nation with a voracious sweet tooth – and it's killing us. Our over-consumption of refined sugars has been linked to everything from obesity and diabetes to heart disease and cavities.

Sugar is in the spotlight. And no one knows this better than Marlene Koch. As a registered dietitian and culinary expert with over 20 years of experience in wellness and weight loss, Marlene struggled when she realized the one thing she could not do was to bake a cake without sugar for her step-daughter with Type2 diabetes. Then came her a-ha moment. With her passion and consumer-friendly style, **Marlene has bridged the gap between good food and good health for over half a million people** in the past five years with her best-selling reduced sugar cookbook series and her fun-filled media friendly messages.



Marlene Koch and her recipes have appeared on numerous television and radio broadcasts including the *Today* show, The Food Network, and affiliates for ABC, NBC, CBS. She is a regular guest on QVC. In print, she has written for and been quoted in *Cooking Light*, *Diabetic Cooking Magazine*, *Men's Fitness* and *Her Sports*, and on the web at IVillage and dLife.com.

SEVEN STORY IDEAS

HOW TO HAVE YOUR CAKE AND EAT IT TOO – GUILT FREE DESSERTS!

Everyone loves dessert! A fun-filled five-minute cooking segment

SUGAR SHOCKERS: HIDDEN SUGARS IN YOUR FAVORITE FOODS

A highly visual and revealing "dare to compare" segment

THE SKINNY ON SUGAR SUBSTITUTES: CAN THEY ACTUALLY MAKE YOU FAT?

Over 181 million Americans eat sugar free foods – a timely debate

THE REAL SCOOP ON SUGAR SUBSTITUTES – ARE THEY SAFER THAN SUGAR? SHOULD YOU GIVE THEM TO YOUR KIDS?

From the market to McDonalds, "Sugar-Free" is the new Low Carb

TAKING THE DIET OUT OF DIABETES: 5 EASY WAYS TO KEEP EATING THE FOODS YOU LOVE

Over 75 million Americans have diabetes or pre-diabetes – Quick tips

HEALTHY HOLIDAYS: TRIMMING THE CALORIES FROM YOUR HOLIDAY FEAST (DELICIOUSLY SO!)

Avoid the dreaded 5 extra pounds. A festive holiday cooking segment

HEALTHY HOLIDAYS; THE TEN BEST STRATEGIES EVER FOR TAMING THE URGE TO SPLURGE AT HOLIDAY PARTIES

Marlene Koch's most recent publication is *Marlene Koch's Sensational Splenda Recipes: 375 Recipes Low in Sugar, Calories and Fat.* (She does not represent nor work for Splenda.)

AVAILABILITY:

Nationwide by arrangement: available as a last-minute guest.

CONTACT:

Marlene Koch: (phone number) or email address _____

Web Site: With downloadable media kit: _____

97.5% of Success... Is In The Marketing!

Statistics show that 9 out of every 10 new businesses fail - and that it's their own fault! No matter WHAT the product or service - they all have one thing in common...

Marketing. Without it, even the best product fails. But in this new age of technology and instant messages, what really works in capturing and retaining customers? As a business owner since the age of 15, and over \$1 Billion in sales volume, Chip knows how to get a Prospect's attention! As an international speaker, author and consultant, his strategies have changed the lives of thousands of sales professionals and business owners - **even during challenging and changing markets!**

Story Ideas:

- 7 Steps To Dominating Your Market
- **Saving Your Life From Your Business**
- Why Networking Doesn't Work
- **6 Secrets to Making Your Website Profitable**
- Why Your Business Will Fail - And Should You Save It?
- **10,000 Leads in 10 Days**
- Taking Your Business To The Net - What You Need to Know
- **Is Your Business Killing Your Marriage?**
- Internet Marketing - Playing Unfair With Your Competition

Media Experience:

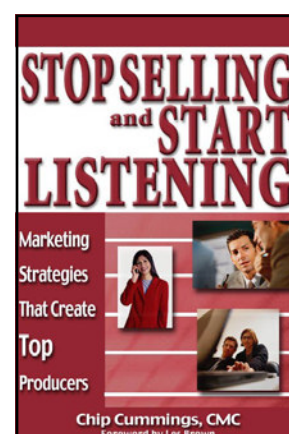
- National radio shows, satellite TV & regional network television segments
- Numerous articles and publications
- Internet television show "Chip Shots" on MPTN network
- National magazines - Entrepreneur, Mortgage Originator, National Mortgage Press, Broker/Banker Magazine, and others...
- National committees, and representative for many national firms. Clients include Argent Mortgage, Ellie Mae, Bank of America, First American Title, GMAC Mortgage, ABN-AMRO Corporation, Washington Mutual, Citibank.

Based out of Grand Rapids, MI (within 2 hours of Detroit or Chicago markets)

Contact: Chip Cummings or Debbie Forth (*email address*)
Phone number (24/7 availability)



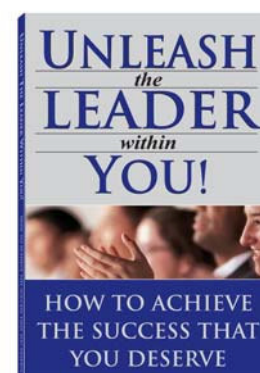
Chip Cummings



Chip is the author of:

"Stop Selling and Start Listening! - Marketing Strategies That Create Top Producers"
(Northwind, 2006)

"Unleash The Leader Within You - How to Achieve The Success That You Deserve"
(Northwind, 2005)



CONVERSATION IS SEXY!

*What every couple needs to know to
WIN BIG at the GAME OF LOVE*

Todd R. Reed, "The Communication Coach," is a four-time, award-winning Broadcaster of the year who boasts nearly two decades of on-air television, radio, and coaching experience. From calling the shots as a sports anchor, to hosting morning drive-time segments and live call-in shows, Coach Todd has covered the gamut. But the Communication Coach's true passion—and greatest area of expertise—lies in THE GAME OF LOVE! Coach Todd has taught hundreds of couples in committed relationships the secrets to using conversation to feel the passion and excitement of falling head-over-heels in love...all over again.

Story Ideas

» **The 3 Conversations Every Couple Should Have** - Guaranteed to take a relationship from fizzle back to sizzle.

» **Relationship Road Hazards** - Surprising tips to help couples steer clear of the potholes and speed bumps every relationship encounters.

» **The Buffet of Love** - What's on the menu? A highly visual segment revealing how to spice up a relationship. Bon appetit!

» **Trick Your Man Into Hearing Everything You Say...Really!** - We all know men don't listen; Coach Todd reveals secret ways women can get their attention.

» **Cool Cars and Women: What Do They Have In Common?** - Your relationship is like a car...is it a drag or a drag race?

» **Surprising Ways To Bust Out of a Relationship Rut** - For starters, stop saying "I love you" to your partner!

» **His Most Annoying Behaviors Explained** - "Why is he always checking out other women?" "Why can't he read my mind?" And so much more.

» **A Valentine's Day Cheat Sheet for Romantically-Challenged Men** - For most guys, Valentine's Day is like holding a gun to our heads and saying, "Be romantic-or else." Coach Todd shares no-sweat, sure-fire strategies that would make even Cupid proud!

Media Experience

- » Two-time winner, Television Sportscaster of the Year
- » Two-time winner, Radio Broadcaster of the Year
- » Recent guest on over two dozen nationally syndicated radio shows
- » Invited to guest host for a week-long stretch on the Marshall Sylver Show (Get Rich Radio) after appearing as a guest
- » Featured in *Woman's World* and *Men's Health* Singapore, with an upcoming two-page spread in *FIRST for Women*

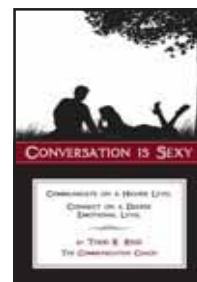
Contact

conversationissexy@gmail.com
www.conversationissexy.com
(406) 396-7755 or (706) 255-9301
Nationwide availability by arrangement
Based around Richmond, VA



Todd R. Reed
The Communication Coach

**Author of the
Amazon.com bestseller
Conversation Is Sexy**



AS FEATURED IN:



AND ON:

Get Rich Radio - Guest and Guest Host (Las Vegas, NV); VoiceAmerica; Real Coaching Radio/TV Network; Wedding Podcast Network; WICH-AM (Hartford, CT); WABJ-AM (Adrian, MI); WSAT-FM (Salisbury, NC); WMIS-FM (Minneapolis, MN); WGTD-FM (Kenosha, WI); WSAU-AM (Wausau, WI); WQUB-FM (Quincy, IL); KLBM-AM (Portland, OR); KCTA-AM, Christian Radio (Corpus Christi, TX); WTBQ-AM (Middleton, NY); WNTJ-AM (Johnstown, PA); WFIN-AM (Toledo, OH); KCHE (Sioux City, IA); GoodNews Broadcast (Internet Radio); WESB-AM (Buffalo, NY); KPQ-AM (Seattle, WA); WCBQ-AM (Raleigh, NC); WTTB-AM (West Palm Beach, FL); WOCA-AM (Gainesville, FL); WICO-AM (Salisbury, NC); WGAU (Athens, GA); Dresser After Dark



"One of America's Cheapest People!" According to Reader's Digest May 2010 Issue

Interview America's Money and Time Saving Expert Denise Winston

A veteran of over 100 media appearances in the past year alone, Denise has shared her tips and strategies with more than 52 million people. Your audience could be next!



How does she do it, and why has she become such a "media darling?" Maybe it's because **Denise knows how to play the financial game of life.**

There are plenty of people out there who claim to be money and time-saving experts. But how many know how to use their expertise to make finances FUN?

Denise Winston has been called the *Martha Stewart of Money* because she is all about how to *LIVE* with all things financial. Denise has a unique way of making complex concepts fun and entertaining, connecting with audiences nationwide to inspire and empower them to take control of their financial life.

Denise has been there/done that, with over 25 years in the banking industry working white-collar to white-collar among all those uptight financial types. She is ready to have some financial fun with your target audience.

Current Show ideas:

1. Save on Holiday Shipping Fees

Know the codes, your limits and especially your benefits.

2. Change Your Font, Save Money

A surprising way to save money by changing your printing habits.

3. Establish and Stick to a Holiday Budget in Three Simple Steps

Buy gifts for everyone on your list without blowing your budget.

4. How Not to Get Mall-ed!

Can you one-stop-shop this holiday season and still get the best deals?

5. Chore no More:

Streamline doing your laundry with easy timesaving tips!

6. Kitchen Duty Made Simple

No more cleaning the Crock-Pot! Use one pan from stovetop to oven, never hunt for your favorite recipe again and simply slim down your portions.

7. How to Get Your Doctor to See You on Time

Three things you must know before you schedule your next appointment.

8. Can Black Friday Have a Green Lining?

How to get the best deals, save time and stick to your budget.

DVD & Workbook Series



» Media Experience

A nationally recognized go-to media guest who's appeared in numerous outlets including: television, print, internet and radio.

» What the Media is Saying about Denise Winston:

"You're awesome, definitely have to have you back" -Martha Stewart Living Radio

"Denise Winston is energetic and engaging"
-Mike Hart, Anchor, "Good Morning Kern County"

"Succinct • Effervescent • Perfect"
-Mark Scholtzman

"Wow, you're good! Your responses were right on the money."
-Janene Mascarella, Freelance Writer

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www.deniseWinstonPressKit.com
(661) 333-5247

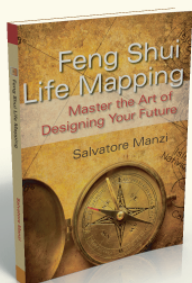
» Availability

Nationwide by arrangement
Based out of Bakersfield, CA
2 hours north of Los Angeles



Salvatore Manzi Feng Shui Coach

"Salvatore's book provides a personal toolkit. This is a very concise, nicely executed, substantial book while being easy to follow and not overwhelming with the enormity of Feng Shui practice." – S. Fillacamo



"Our audience loves Salvatore's monthly Feng Shui tip." Oliver, The Oliver Show



Great talking with you! I went to dinner after the show & immediately noticed the flow of the restaurant! Already learning from you!" - Sheila - Sheila Show

Is Your Home Turning You Into a Zombie?

How to turn your home into a Life-Giving space that will propel you towards your dreams!

Ten years ago, I had a dead-end job, a huge debt and lived in a hole of an apartment. Feng Shui launched me into a debt-free life, exciting career & dream home. I've conquered spatial challenges from urban-high-rise condos to remote forest cabins in my 75 moves around the globe. And now I share my innovative approach to identifying how your space reflects your life and how simple redesign tips will powerfully propel you towards your dreams!

Story Ideas

- 1. Shift your Clutter to your Mothers!** - Invite the relationship you desire into your life with this 27 day challenge.
- 2. Is your Fu-Dog Biting you in the Butt?** - How to identify misuse and false Feng Shui items.
- 3. Boogieman & Bedroom Mirrors!** - How reflective surfaces in your bedroom can lead to sleep disorders and divorce.
- 4. Is your bedroom keeping you Single?** - 5 surprising strategies to ignite your love life.
- 5. Change your Trashcan & Change your Life!** - Forget the self-help books, what you do with your trash bin will change your life!
- 6. Turn your Wallet into a Hedge Fund!** - Simple magnetizing secrets of wallet Feng Shui.
- 7. Is your Home Turning you into a Zombie?** - 5 tips to resuscitate your living quarters.
- 8. Move your Desk ~ Double your Income!** - 9 simple redesign tips for your office to improve your career, finances & life.
- 9. Use your Car as GPS to your Love Life!** - 5 secrets to hotwire your life by Feng Shui'ing your car.
- 10. Harness the Power of First Impressions!** - Surprising ways your front entrance can sabotage your life.
- 11. Is your Life in the Litter Box?** - Simple tips to improve your furry friend's environment to improve your own life.
- 12. Feng Shui Personality Re-order!** - How your Feng Shui Personality determines whether you feel comfortable in a room or with a friend.



Free Media Downloads:

Feng Shui Tips • Sample of my Book • Video • Articles
www.FengShuiLifeMapping.com/welcome



Intention Creates Reality

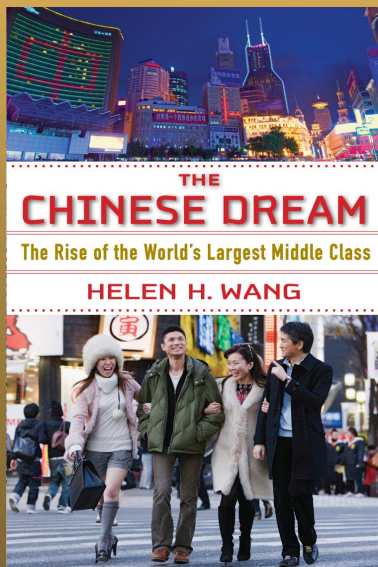
FengShuiLifeMapping.com • 415.244.2543
Salvatore @FengShuiLifeMapping.com



Will China's rapidly growing middle class become the saving grace for America's economic woes?

Surprisingly, *The Chinese Dream* may just turn out to be the American Dream.

Helen Wang is an author, consultant, and expert on China's middle class. Originally from China, Wang has lived in the United States for more than twenty years. After finishing her master's degree at Stanford University, she worked in Silicon Valley, holding a variety of jobs from consulting for Fortune 500 companies to entrepreneur at Internet start-ups. A Forbes contributor and a sought-after speaker, Wang now divides her time between consulting for companies doing business in China and helping non-profit organizations make a difference.



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Story Ideas

- What does the rapidly growing Chinese middle class mean for you, your job and your future?
- Myths of China as a superpower and global manufacturing power
- How Chinese consumers helped pull American companies out of recession
- How to turn a threat into opportunity: 5 truths about a rising Chinese middle class that Americans should know
- Twenty years after Tiananmen Square: will a growing Chinese middle class push for more democracy?
- Why every American student should start learning Chinese
- How a mindset that embraces the idea of unity in diversity could help solve China and America's growing energy, health, and environmental problems

"I believe the world's stability and prosperity will depend on how well China and the West understand each other, trust each other, and learn from each other." – Helen Wang

Contact:

Attention Grabbing Headline

(your primary pitch)

Sub-headline or explanatory sentence may be inserted here

The following components are to follow within the body of this one sheet. Remember, this particular one sheet should be written entirely for the media professional to quickly and clearly get a sense of what you can do for their show or print publication. Do NOT over-write this one sheet. Lots of white space and it is best to use color and glossy paper.

- **Show and Story Ideas**

This is a numbered or bullet-pointed list – 6 are about right. Each one should be a pitch all to itself. One concise explanatory sentence follows each story idea. You may put this list in within a box. Make sure each show/story idea clearly demonstrates to the reader of this one-sheet – the media – what is in it for their audience/readers.

- **Photo of You** (or the Media Guest) *look professional and inviting – smile!*
- **Brief Bio** of yourself, your credentials
- **Media credentials** and/or media testimonials about what a great guest you are
- **Photo of the book cover** or product

Bottom: your complete **contact information**

The quickest phone # for the media to reach you, your email and website addresses

Top 10 One-Sheet Strategies That Work

Getting Media to Take Notice

In my years as a television producer, I booked and produced more than 5,000 segments. That means I was *pitched* far more times. I developed a sense of what grabs the media and what doesn't. As a producer at the Summit, I saw many of the same techniques work. I'd like to pass that knowledge on to you.

One important note about the one-sheeter and much of this process. You are lucky enough to have a number of experts giving you advice and guidance. Much like putting a resume together, everyone has their own thoughts and feelings about what works best. It's up to *you* to hear the advice and make the decision that you feel best fits... and move forward. Good luck. I hope some of these strategies get you noticed and BOOKED!

- 1) **Headlines.** Think about a newspaper and what grabs the eye. Headlines are the words that jump out on the page. When they are short, to the point, and suck you into a story, they are doing their job. Hold your one-sheeter at arms length. Is there a headline or headlines that jump out?
- 2) **Under the Headline.** Think about the 5W's of journalism... the *who, what, when, where, and why*. If the headline addresses one, say the "*what*." Add a few lines under that and address the "*who*" and "*why*." The result is that they'll understand your pitch in the shortest amount of time.
- 3) **Take a breath.** Know this: While it is very helpful to have a one-sheeter that includes some great pitches the media can connect with (and take back to their bosses), the conversation is where you make it come alive. You might come up with something new on the spot. It might fit them even better. That's part of the magic of what happens at the Summit. Some of the best pitches I got at the Summit were ones where the person put their one-sheeter down and said, "I don't know if you'd like this but ... how about..." Don't stress. It's like showing up to a job interview with a resume. They still want to hear what you have to say.
- 4) **Be Specific. Use Absolutes.** The media loves absolutes and people who make claims. Saying, "This Will Change Your Life" is different than "This Could Be Beneficial and Helpful to Your Life." Stand behind your claim. Write and speak in absolutes.
- 5) **The TV Host Technique.** A great way to create headlines is to use the "TV host" method. Pretend you are talking about what will be on the show later. "Tonight at 11. We'll speak to someone who says _____. "Our next guest will show you _____." When done, the blanks you've filled in will be most of your headline. Try it!
- 6) **WIIFT.** Make sure you include the *What's In It For Them*. Why would the media want to do this story? What will their audience learn or take away from hearing more?

- 7) **Headline Technique.** This comes from sales techniques that work great when speaking to the media. Sell them on what people **want**, give 'em what they **need**. Think about a dentist who can either say "Tooth whitening gel" vs. "The solution for the perfect smile." The second was what people want. That's how you can phrase some of your pitches.
- 8) **The WOW!** Do any of your pitches include the **Aha**, the **Gee Wiz**, or the **Wow**? Let others read what you've written. If there's something surprising, something that raises the eyebrows, you're on the right track.
- 9) **Choices.** Your one-sheeter should have that one big headline at the top. In a box, include a number of other possible pitches. If you find a producer is less interested in your main pitch, you can see if one of the other choices fits. If it doesn't, try something new on the spot. If none of it seems to be a perfect match, *ask them* if there's a way they could see you fitting into their mold. It will guide the conversation in the right direction.
- 10) **CLEAR.** This one is very important. Everything on your one-sheeter should be clear. Show it to someone with a fresh perspective. Do they understand what you're saying on the first reading? Is there a clear purpose for what you are stating? Is there a clear value to what you bring to the table? Is the story that the media will want to do from your topic be something they can envision?

Jess Todtfeld, President of *Success In Media, Inc.*, was a producer for 13 years and went on to run a successful media training firm. He has written four books and has appeared as a guest on ABC, NBC, FOX, and Comedy Central's "The Daily Show." While promoting his last book, he set a Guinness record for giving the most radio interviews in a 24 hour period: 112.



Jess runs a program called, "*Get the Most From the Summit*" workshop which takes place in NY one day before the Summit itself. For more information or to see a **free video** on the 5 Most Important Elements When Pitching the Media, Visit: www.GetTheMostFromTheSummit.com.