Shannon's Top Tips for Creating a Bang-up BIO!

1. **BEGIN WITH THE END IN MIND!**

   As a coaching professional, you're not just building a bio -- you're building a BRAND! A recognizable "brand" projects an image of character and integrity, so…

   - Surf the web and study the logos/branding efforts of other professionals
   - Hire a graphic designer to create a logo that gives you a distinct identity
   - Use the logo consistently with your bio, website, business cards, brochures, etc.

2. **CAREFULLY CONSIDER COLOR!**

   Your unwritten bio is a blank canvas awaiting creation! Consider:

   - Who is my audience? What is my message?
   - What mood do I want to evoke in my potential audience?
   - What color palette will help me create that mood?

3. **SAY "CHEESE!"**

   YOU are the FACE behind your company, so:

   - Be AUTHENTICALLY YOU in your bio photo – let your personality SHINE!
   - Dress for Success – a pop of color that highlights your eyes (and your brand) is best!
   - Don't be afraid to SMILE and look directly into the camera! The whites of your eyes and teeth make you look ALIVE and VIBRANT, and therefore more approachable!
   - Don't scrimp on photography – it's the BEST money you'll ever spend on marketing!

4. **START with what sets you APART!**

   People want to know what makes you unique, so don't start with stuff that anyone could say such as where you live, your upbringing, your family, etc. Start with:

   - Why people would be INTERESTED in hearing you speak
   - Your special experiences, degrees, certifications, credentials, honors, or awards
   - WHY you're passionate about certain topics / how you hope to impact your audience

5. **Keep it BRIEF!**

   A bang-up bio is always only ONE PAGE in length! People don't need to know *everything* about you, just a few things. Hit the highlights, but don't forget to include:

   - Your website address where they can learn a LOT more about you
   - Your email or phone number so they can contact you!

Marty Hausam

Inspiring Women to Make Peace with their Past

Marty is a certified life coach helping women with affair and addiction recovery. As a women's prison ministry leader and speaker for ladies retreats, teen groups, and conferences, Marty has a passion for encouraging women that God loves them and wants to use their testimony to bring others to Christ. Marty shares her testimony of how she used worldly pleasures to fill a void that only God can fill.

Marty is a Southern Belle momma of three and has been married to her high school sweetheart Shane for 25 years. Shane & Marty have 3 teens: Coleman, Shelbie and Jessica. They live in Fayetteville Arkansas and love playing outdoors.

For information on Coaching or Speaking Engagements
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or go to www.martyhausam.com

Shannon Ethridge is a million-copy best-selling author, international speaker, certified life coach, and advocate for healthy sexuality

with a master's degree in counseling/ human relations from Liberty University. Since her mortuary days of embalming many HIV+ and AIDS patients, she has boldly spoken to high school and college students, single adults, and married couples about:

- Embracing a lifestyle of sexual integrity
- Overcoming past sexual & emotional baggage
- Cultivating genuine intimacy in marriage
- Instilling sexual values in young children

FEATURED ON:

WOMEN OF FAITH | The TODAY SHOW | LIFE TODAY | The 700 CLUB
FOCUS ON THE FAMILY | Today's Christian Woman & dozens of other media outlets!
Co-Host of ***Sexy Marriage Radio*** with Dr. Corey Allan

ALSO OFFERS:

Individual/ Marriage/ Family Coaching
Women at the Well **4-Day Intensive Workshops**
B.L.A.S.T (Building Leaders, Authors, Speakers & Teachers) **Mentorship Program**

AUTHOR OF:

22 books including the million-copy best-selling **Every Woman's Battle** series
The **Completely His** series | **The Sexually Confident Wife** | **The Fantasy Fallacy**

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The POWER of a PRESS RELEASE

One of the things you'll be learning soon is the importance of marketing! As my professional life coach Dwight Bain exclaims, "Without marketing, a *sad* thing happens – NOTHING!"

To give you a running start at your future marketing efforts, we've crafted a special Press Release that you can use with your local media.

"What's a Press Release?" you might ask.

A Press Release is simply a clear, concise article that makes people aware of something newsworthy happening around them – specifically *your participation in B.L.A.S.T.* and the goals you're setting for yourself!

"What do I do with this Press Release?" is most likely your next question.

Use it to start your marketing ball rolling! For example, as a resident of Tyler, Texas, I might send it to the *Tyler Morning Telegraph* (newspaper), *Tyler Today* (local magazine), and Grace Community Church for inclusion in my church newsletter. I might also send it to the morning show host at KVNE 89.5 FM Radio Station, or the local television stations. Who knows, I might be invited on for a brief interview?! And I can let all of east Texas know what I'm up to… and I can ask them to pray for me… and someone may hear me and think "She'd be a great speaker at our next youth retreat or women's conference!" and *viola!* WITH marketing, a WONDERFUL thing happens – doors open, and I get to walk through them and share the message that God has laid on my heart! In fact, one recent B.L.A.S.T. applicant landed a local television interview, and within a week's time they were in her office with a camera crew taping for a special feature on her and her ministry efforts. Yes, a simple Press Release can open that door for YOU!

Here's a step-by-step plan to get your started:

Step 1: Consider the various forms of media in your local community – newspapers, magazines, church newsletters, college alumni newsletters, radio stations, and even TV stations if you dare!

Step 2: Contact each of them via telephone and ask for the name and contact information of the person you'd need to submit a press release to.

Step 3: Complete the attached Press Release template and ask a friend to proof it.

Step 4: Send it to your media outlets, then follow up within 24-48 hours to make sure they received it, and ask if you can answer any questions for them. FOLLOW-UP is KEY!!!

One year from now, we'll send you a similar Press Release announcing your GRADUATION from the B.L.A.S.T. program!
****** Woohoo! ******

LOCAL ASPIRING WRITER/SPEAKER COACHED BY BEST-SELLING AUTHOR

Date - FOR RELEASE IMMEDIATELY

(FIRST & LAST NAME), (a local resident of CITY) -or- (a member of CHURCH NAME) -or- (a graduate of UNIVERSITY NAME), has been selected by million-copy best-selling author Shannon Ethridge to participate in an online mentorship program called B.L.A.S.T. (Building Leaders, Authors, Speakers & Teachers).

(LAST NAME's) ultimate goal is to (INSERT 1-2 sentences about WHY you are taking the B.L.A.S.T. class, and what you want people to know about the direction you are heading. Be sure to keep it short, sweet, and to-the-point, or this press release will grow too long for serious consideration!!! THIS DOCUMENT SHOULD NOT EXCEED 1 PAGE IN LENGTH!!!)

With two decades of speaking experience and 22 books in both the Christian and mainstream markets, Ethridge says, "It's a delight to coach aspiring writers and speakers who are eager to make a positive impact on society. Hands-on learning experiences can make a BIG difference in dreams coming to life, or fizzling."

Unlike typical writer's conferences, B.L.A.S.T. stretches over a 12-month period, providing students focused time to implement what they learn and truly hone their craft. Ethridge explains, "It's not just lectures. It's a laboratory. Students like (FIRST NAME) will be creating videos, critiquing others' work, and learning to gain the respect of potential publishers and editors."

As the economy has been shaken, so has the publishing world. According to Ethridge, the expectation placed on new authors is higher than ever. "Publishers are simply not willing to take risks on authors who don't know how to market themselves. The days of submitting a manuscript and expecting them to do the rest are over." From blogging and newsletters to branding and social media, she'll be showing students how to utilize every available tool in reaching potential readers and publishers. They'll also learn the art of creating (or enlarging) a speaking platform, marketing their message, and generating income from speaking engagements.

As an internationally sought-after speaker, Ethridge says she's frequently asked how she got started. "It certainly wasn't easy," she says. "I only wish I'd had a program like this." But her goal is to offer a leg up to others hoping to follow a similar course. "There are lots of people out there with a powerful message or a story to tell, but don't know how to get started. B.L.A.S.T. will give them a clear blueprint for building their own speaking/writing ministry."

We wish (FIRST NAME) the best as (he/she) begins the program! For more information about the B.L.A.S.T. Mentorship Program, go to www.blastmentoring.com.

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212-782-8944
efolan@randomhouse.com

Discover the physical and emotional potential in your relationship and learn how to create the healthy, exhilarating sex life you (and your husband) desire.

THE SEXUALLY CONFIDENT WIFE
Connecting with Your Husband Mind•Body•Heart•Spirit
By SHANNON ETHRIDGE

Every woman deserves to enjoy great sex with her husband. However, issues such as body inhibition, shame or fear from past sexual abuse, guilt over past intimate relationships, or lack of knowledge about male and female sexuality often hold women back in bed. If you thought you were alone in your struggle to discover sexual fulfillment, consider this: only 8% of women believe their sex life is "very hot." 21% describe their bedroom activities as "routine and boring." 21% said "what sex life!?"

But these sorry statistics don't have to be the case, as Shannon Ethridge readily explains in **THE SEXUALLY CONFIDENT WIFE**: ***Connecting with Your Husband Mind, Body, Heart, & Spirit*** **(Broadway Books, Hardcover; September 23, 2008; $21.95)**. With warmth and arresting honesty, Ethridge shows women how to reclaim their confidence in the bedroom and reconnect with their men on every level—physical, mental, emotional, and spiritual. Sexual confidence is the right of every woman, and Ethridge will help you find that confidence and get back on the right track toward genuine intimacy and great sex.

As a life/relationship coach and author of the million-plus-selling *Every Woman's Battle* series, Ethridge has already guided hundreds of thousands of grateful women through the hidden sexual issues that they have been afraid to talk about. Readers of this book will encounter inspiring true stories—many from Ethridge's own journey from sexually promiscuous teen (with more than 50 sexual partners by the time she was twenty-two) to sexually confident wife—as well as a plethora of confidence-boosting techniques and relationship tips based on Ethridge's decades of experience. **THE SEXUALLY CONFIDENT WIFE** will show women how to overcome all obstacles to their sexual fulfillment and unleash their inner sex goddess by:

- Exposing the wide variety of things that rob women of sexual confidence
- Equipping women with the tools they needs to overcome sexual inhibitions and distractions
- Encouraging women to embrace their sexuality and celebrate their sensuality, regardless of age, size, or shape
- Providing practical advice on how to maximize mental, physical, emotional, and spiritual intimacy
- Helping women explore new ways to enhance pleasure for both husband *and* wife—complete with instructional drawings of women with real bodies, not human Barbie dolls
- Teaching women how to instill sexual confidence and values in their daughters rather than remain silent as most of our mothers did

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Ethridge deals unflinchingly with the most common hang-ups that hold women back in their sexual relationships with their husbands. “Women from all walks of life have been given such negative messages about their sexuality, and I want them to break that cycle.” Combining the tenderness of *Intended for Pleasure* with the informative nature of *The Joy of Sex*, **THE SEXUALLY CONFIDENT WIFE** will open a new world of passion for every couple, enabling them to fully enjoy the ultimate, enduring union that marriage can be.

About the Author

Shannon Ethridge is a bestselling author, speaker, lay counselor, and advocate for healthy sexuality. She holds a master’s degree in counseling/human relations from Liberty University. Ethridge lives in East Texas with her husband and their two children. Visit www.sexuallyconfidentwife.com for more information.

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NATIONAL AUTHOR TOUR

Dallas/Fort Worth, TX; Denver, CO; Atlanta, GA; Chicago, IL; San Diego, CA; Detroit, MI