

# Kristen K. Brown

Widow Mom • Author • Radio Host • Award-Nominated Entrepreneur • Speaker

## The Best Worst Thing A Memoir

*The Best Worst Thing* is the soaring story of this 34-year-old widow, mother, author, entrepreneur and radio host, who's found a way to successfully take tragedy and manage the stress and change that goes along with it. Kristen takes her readers on a heartbreaking and inspiring journey through loss, that's led her to a happy new career and life for her and her young daughter.

As the founder of WidowMommy.com and Happy Hour Effect LLC, she is now using her story to help and motivate others to manage their own challenges in powerful and real ways. You can learn more at:

[www.KristenKBrown.com](http://www.KristenKBrown.com)

### Book Specifications:

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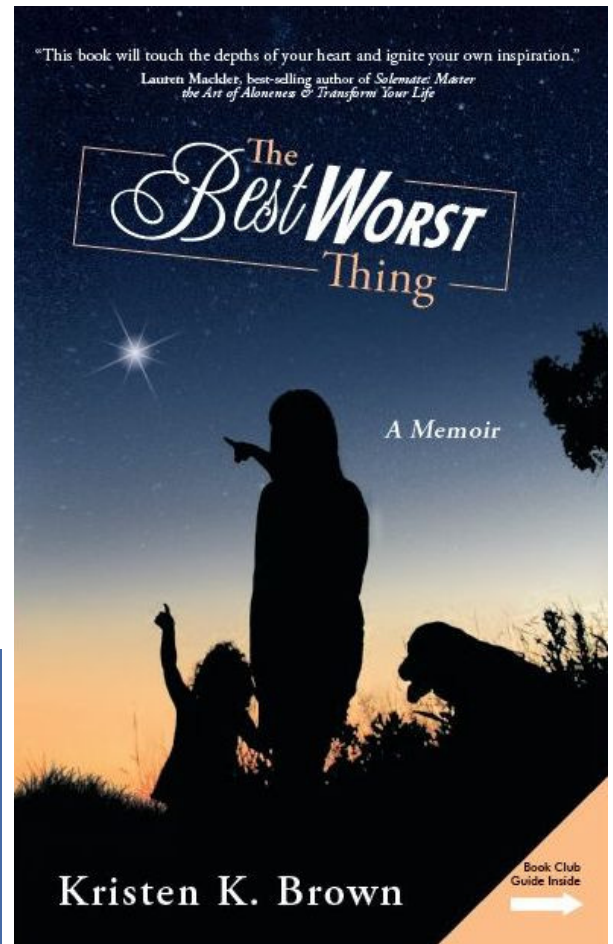
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### Speaker • Writer



Inspiring • Experienced • Funny

Widow • Mother • Entrepreneur

Former Stress Sufferer

### About Kristen

Kristen Brown, 34, founder of WidowMommy.com and Happy Hour Effect LLC, is a widow mom, award-nominated entrepreneur, author, radio host and speaker. Her show, *The Happy Hour Effect with Kristen Brown*, helps listeners to minimize stress and maximize life. She is also creator of *The Happy Hour Effect Balance Plan™* (also her next book) and Happy Hour Effect®, an award-nominated stress relief health supplement she developed to help protect the whole body from the damaging effects of stress. She inspires audiences using her professional expertise and personal story to demonstrate simple and fun ways to reduce stress thus improving physical and emotional wellness. She has been featured in print, online, radio and TV.



# About Kristen Brown

Kristen Brown founded Happy Hour Effect LLC after suffering from extreme stress following her young husband's unexpected death when their daughter was just an infant followed weeks later by a challenging situation at work and then the downfall of the economy. She was STRESSED! But she discovered ways to harness that stress into something that can help others and started WidowMommy.com and Happy Hour Effect LLC. She and her companies have been nominated for Best Entrepreneur, Website of the Year and Best New Product by the American Business Awards and the Women in Business Awards. She is a member of the National Wellness Institute, Women of Words, Start Up and a volunteer for the American Heart Association. She showcases her company at Hollywood events and her story and companies have been featured on the CBS news, the cover of March magazine and on television, radio, print and online. She has spoken for Mayo Health Systems, the State of Minnesota and many more and her radio and online talk show made it to the second round of Oprah Winfrey Network's "Get Your OWN Show" contest. Her websites and social media sites have received over 100,000 hits since launch providing resources for thousands of people seeking help for stress relief. She offers stress management training kits and resources through HappyHourEffect.com and support for other widow moms through WidowMommy.com. She is pursuing her master's degree in Integral Theory and lives in Minneapolis with her four-year-old daughter and their 85 lb dog, Cosmo (who thinks he's a lap dog).



To learn more about Kristen and her work, visit: [KristenKBrown.com](http://KristenKBrown.com)



## Story/Segment Expertise:

Widowhood  
Change Perspective  
Stress Management  
Dangers of Stress  
Work/Life Balance  
Entrepreneurship  
Stress & Beauty  
Health Supplements  
Overcoming Challenge  
Relieving Work Stress  
Pampering Yourself  
Social Media  
Suddenly Single  
Reaching Goals  
Holiday Stress  
Single Parenting

# Media Opportunities

**In addition to her inspiring story, Kristen can reveal:**

- 10 Easy Ways to Reduce Stress-Instantly
- 5 Ways Stress Makes You Ugly
- 5 Things Every Single Mom Should Know
- 5 Steps for Reducing Holiday Stress
- 5 Ways Social Media Can Reduce Stress
- 3 Simple Exercises to Gain Perspective on Stress and Change
- 5 Quick Ways to Pamper Yourself During Stress
- 6 Simple Steps to Picking a Health Supplement
- Highlights from:

*The Happy Hour Effect Balance Plan*

View Past Media Appearances at:  
[KristenKBrown.com](http://KristenKBrown.com)



### **Audience Takeaways:**

- Easy tips to reduce stress and manage change in our lives
- Fun ideas, advice and resources for work/life balance
- Social media resources for stress relief and wellness
- Simple steps for setting and reaching stress relief goals
- Insights into widowhood and single parenting
- How to minimize stress and maximize life

### **Audience Bonuses:**

- Free e-tips booklet and stress downloads on our websites on stress management
- Interactive quizzes
- Free signed book or training video for in-studio audiences

Kristen uses her dynamic speaking style and **relaxed demeanor** to draw audiences into her message. And she has a unique talent of combining **storytelling and humor** with **facts and actionable, personalized advice** for the audience.

### **Availability:**

Minneapolis,  
Nationwide by arrangement

### **Contact:**

612-618-1808  
[kristen@happyhoureffect.com](mailto:kristen@happyhoureffect.com)

### **Testimonials from Audiences**

*"Kristen was very inspirational!"*

*"Kristen was excellent - motivating - makes you want to do something to improve your life."*

*"Kristen told her tragic story of loss with words that came from the heart. It stirred a sadness and emptiness we can all relate to in some way. Most importantly, she showed that there is a way to be intentional on your grief journey and apply positive energy to a tragic situation. She went on to inspire us to live a more balanced and re-prioritized life."*

Karla Perkins

*"Kristen was wonderful! Kristen's presentation was wonderful as well. Her wisdom and life experiences really make her an expert in stress and life experiences that people really relate to. She had many people come up to her following her presentation to tell her what a great job she did. I would recommend Kristen to speak at any event, especially to talk about managing work and life stresses and remembering to stay balanced."* Tami Yokiell, Mayo Health System



## Interview Questions



- How did you come up with the title “The Best Worst Thing?”
- In the book, you mention your need to be alone to heal and your “me-time” as therapy. Women often forget that me-time is important every day, not just during times of stress. How do you build in me-time and what can you teach others about doing it?
- One of your “therapies” was shopping. Why do women use shopping as a band-aid? Do you think it was an irresponsible way to act considering you are now a single mother with a daughter to take care of?
- The book leaves the reader with some unanswered questions about how your businesses started and progressed. What can you tell us about where you are today with WidowMommy.com and Happy Hour Effect?
- You weave in your spiritual growth journey and feelings on religion throughout the book. Do you think you would have eventually come to the same conclusions/feelings if Todd hadn’t died?
- You stretched beyond your comfort zone and went to surf camp (twice). Do you think it’s valuable to get out of the box sometimes? Why? How does it contribute to our growth? What is the craziest thing you’ve done?
- Do you think you would have started your own business if Todd hadn’t died? How did the experience and your growth lead you to find a new career path?
- You mention being money-poor but happiness-rich. How does the shift from a financially-focused measure of success differ from being happy with our life despite your material worth?
- You shares experiences of “visits” from your husband from the other side. Did you believe in ghosts before your husband died? Does it comfort you or disturb you?
- Grief is a journey of a lifetime and the feelings never go away – they just change over time. Do you think if you were to write this book in 20 years, it would be the same, different or a little of both? Why?
- What is the best piece of advice you can give to others going through their own challenges?

### TOPICS FOR DISCUSSION

- Death of a loved one
- The process of grief
- Retail-therapy
- Life insurance
- Single-parenthood
- Spiritual growth
- Entrepreneurship
- Writing as therapy
- Karaoke
- Dancing
- Change
- Stress
- Accepting help from others
- Taking chances
- Surfing
- Getting out of your comfort zone
- Living in the present
- Learning from the past
- Self-motivation
- Leaps of faith
- Understanding others
- Money vs. happiness



# A Press Release from Kristen K. Brown...

**FOR IMMEDIATE RELEASE:**

## **WIDOW MOM, KRISTEN K. BROWN, SPINS TRAGEDY IN *THE BEST WORST THING***

**Summary:** *"The Best Worst Thing" is a soaring story by Kristen K. Brown, a 34-year-old widow, mother, author, entrepreneur and radio host, who's found a way to successfully take tragedy and manage the stress and change that goes along with it. Kristen takes her readers on a heartbreaking and inspiring journey through loss, that's led her to find her passion as founder of WidowMommy.com and Happy Hour Effect LLC.*

**Minneapolis, MN – May 18<sup>th</sup>, 2011** - Imagine being a 31-year-old woman, married to the man of your dreams. Then imagine also having an adorable brand-new baby, a happy home, and a life filled with dear friends and family. Imagine having that life, that **best** life possible...then imagine it all tragically changing in the blink of an eye.

This is what happened to **Kristen Brown**, author of her debut memoir, ***The Best Worst Thing***. At the tender age of 31, Kristen's healthy, young husband Todd died unexpectedly, leaving Kristen alone; not only to cope with the loss of her husband and the heartache of raising their child as a single-parent, but also with the uncertainty of figuring out how to pay the bills, all during the worst financial crisis of the decade.

"In one instant, my life changed forever, and there were moments when I didn't think I would make it," Kristen says. "I felt overwhelmed with stress and grief, but I felt Todd looking down on me, and I knew I had to use my stress, and turn it into something positive. That's what I know Todd would want me to do."

Overloaded with stress, grief and change, Kristen picked herself up and went back to school for her Master's Degree. And what started out as only an inkling of an idea for a business turned into the full-fledged, award-nominated company, **Happy Hour Effect<sup>®</sup>**, which helps others manage their own stress and change. From there, Kristen turned herself into a successful radio show host and speaker, all while raising her daughter. Her most recent venture is **WidowMommy.com**, a website with articles and resources for young widow moms.

"In the wake of Todd's death, I realized that I had a unique insight and perspective into how to cope successfully with a tragedy and change," Kristen says. "And if I help even one person do the same thing, then I'll know I've done my job."

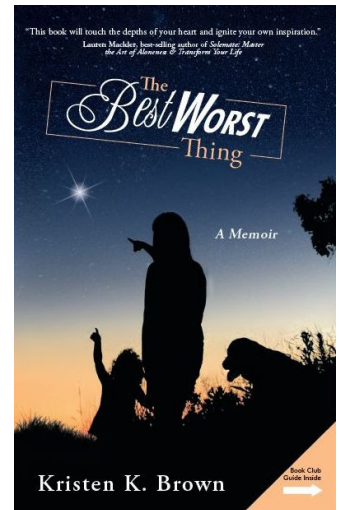
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*The Best Worst Thing* will be **available May 24<sup>th</sup>, 2011** and will be available through Barnes & Noble.com, Amazon.com and can be ordered through bookstores. Retailers and libraries can order through Baker & Taylor, Ingram, Bowkers BooksInPrint, Bertram Books and Nielsen Book Data or through the publisher:

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**About the Author:** Kristen Brown is a widow mom, author, award-nominated entrepreneur, radio host and speaker. She founded [Happy Hour Effect LLC](http://HappyHourEffect.com) to help people manage stress and recently launched [WidowMommy.com](http://WidowMommy.com) to support other young widows. She and her four-year-old daughter live in Minneapolis with their 85-lb black Lab who thinks he's a lap dog. To learn more about Kristen and her work please visit: [www.KristenKBrown.com](http://www.KristenKBrown.com)



**To arrange an interview or book signing, please contact:**

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612.618.1808

**To download a media kit:**

[www.KristenKBrown.com](http://www.KristenKBrown.com)



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