

Marketing Tip Sheet

1. In what ways can your book tie into current affairs or breaking news?

Many political leaders have lost their credibility with the population. Upheavals and turmoil in many countries triggered by the financial crisis or by political instability call for strong leaders with a high level of integrity and credibility. Look at the political crisis in Italy. Leaders such as Berlusconi have lost all their credibility, have been lying all the time to the people and wonder why they are not accepted anymore as political authorities. Furthermore, it takes strong leaders who have the guts to be honest, open and trustworthy to themselves and others. All these traits stem from individuals who have found inner stability and strengths through the power of authenticity. Authentic people gain power through naturalness and charisma. The most influential people who have ever lived on this planet are Abraham Lincoln, Mother Theresa, and Mahatma Gandhi. Especially the latter one has moved millions of people by virtue of his authenticity. He had no money, no “artificial” power but just a strong calling and vision that drove him towards a noble goal. We need such leaders in the future so as to develop a more sustainable planet.

Presidential elections in the US

All I have written under the first paragraph applies also to the candidates who are running for the next president of the US and any political leaders who strive for a powerful position. You find many examples of candidates who seek credibility but fear to be themselves. Instead they play roles and have therefore already lost true power.

Most recently “the lack of authenticity” has become one of the strong weapons used against some republican candidates. A quote from a recent column in the “Nation” states: “But the same authenticity deficit that tripped up in the very Republican states of Mississippi and Alabama—and South Carolina, and Georgia and so on—is going to keep tripping him up Illinois” So, even the biggest budget ever will not help any candidate to win the crucial number of votes unless the gain credibility through being truly authentic.

Unemployment rate

We live in times of uncertainty. Nobody knows what will really happen to our economy and the planet as a whole. However, one thing seems to become apparent: we will see more violence, a rising number of natural disasters and more people losing their jobs. Furthermore, many companies and also governments will have to file bankruptcy in the upcoming years since they are not able to pay their debts back, but also lose credibility with their clients. The printing of money is a short term solution and will end up in a disaster since it will trigger tremendous hyperinflation. In China the real estate bubble is doomed to burst. If this happens currently one of the strongest economies in the world will suffer tremendously with a significant impact on the global economy.

Given these conditions many people are scared to lose their jobs. However, this is a real chance to reconsider one’s own values and to think about the real meaning of life. People will be forced to become self-employed or entrepreneurs, which in turn is a great chance to follow their authentic calling. Living authentically offers tremendous opportunities for finding inner security

or pursuing an alternative life path— which many have had in mind for years, but did not dare to do so due to fears and doubts.

UN climate summit

We all know that we have to take drastic steps for turning things around on this planet. We owe it to the next generation. However, look at the current situation on our planet. 50% of all rivers in China are heavily contaminated and even biologically dead. Many countries run out of fresh water. China with the largest population in the world is now building the largest dams in the world, diverting the water of many rivers which are also important to India and other countries. More conflicts will arise due to the scarcity of natural resources and the greed of powerful nations.

So, we need people who have the courage to speak up, mainly influential leaders who are really willing to raise their “authentic” voice for making this planet a better place. One of the great examples here is the former Vice president Al Gore who wrote several books on the issue of global warming and water scarcity and tries to make a really positive impact for the well-being of our planet. We need more such people who dare to speak up. Many others follow their authentic voice and speak up.

Many new graduates not finding jobs in the US

Most recently I was watching some shocking videos on YouTube. It showed young graduates from college did not land a job although they had submitted hundreds of applications to prospective employers. I guess it is a tragic situation but also a big chance to think what we are really born for. People who have found out what their authentic calling is will find many ways to express their life mission through a variety of various jobs. Lets’ say you like to communicate. So, you might work as a communication officer, a public speaker, an interpreter, an event manager, and so on. Living authentically in times of uncertainty is the ultimate key to find inner peace and stability and helps to think and act flexibly since you are driven by a vision and your life mission and not by a job you or others consider to be appropriate.

Under such harsh conditions many have no other option but just identifying their true passion, searching for their authentic calling and staying flexible when it comes to finding a job both meeting their passion and the need for finding secure employment. By the way, self-employers are the most creative persons and they are constantly on the road looking for new solutions to burning problems of our society. Living authentically not only allows you to find a fulfilling job but also contributes a lot to promoting a sustainable planet. My advice to people forced to seek a job: Do not just go for a quick fix. If you pursue a job which you do not like you won’t survive for a long time. Either you burn out or your performance will deteriorate since you will lack passion for your work. Passion is driven by the love stemming from your true self, which in turn guarantees the best results for your environment and yourself. Passion and love driven by your authentic self are the first and foremost keys for a better life – for both you and all other people!

The fear of poverty

The number of really poor people in the US – who have lost all their hope to find a job – has now reached 6.7 %! I agree that it has become difficult for many people to find a job and the reasons

for it are complex to explain. However, I always dare to claim, people who have identified their life purpose and are willing to live up to their authentic self, will always find fulfilling work. However, it takes courage to leave the comfort zone, the willingness to unleash your hidden dreams and the willingness to leave your comfort zone. Our planet is literally crying for people following their heart, contributing as a natural outcome to the well-being of the entire humanity. Most recently I got to know a group of young people from the UK who spent 8 weeks in the slums of Bombay so as to teach children to read and write. There is always a chance to fulfill your life purpose through interesting work but it takes the courage to start your personal journey against all odds. The world will always answer in your favor and in a fair way. The future belongs to people who follow their authentic calling because they will make a substantial contribution to the well-being of this planet. So, my advice to all younger people suffering from unemployment: find your life purpose which is your true calling and take the first step towards a better future. Identify opportunities – and there are many in this world – which helps you to make a living and live a fulfilled life even “without having a job”.

Mental disorder

According to experts how we perceive our ability to influence our environment can directly affect our mental health. Those who are dependent on external rewards are more likely to suffer ailments such as depression or burnout, while those who are able to self-acknowledge and influence their environment are more likely to thrive. In a 2007 study by the American Psychological Association one-third of all Americans surveyed felt they were living with extreme stress; about 48% felt their stress had increased over the past five years; and about three-quarters mentioned that money and work were the leading causes of stress. And this was before the financial crisis! It is exactly this sort of crisis that calls for authentic (self) leadership.

Most recently Martha Beck wrote an article on CNN.com on burnout and she gave some advice how to remedy stress and burnout. She is right in many ways when it comes to finding measures to get rid of burnout by just taking a quick fix. But she claims that people have not found time to read books so we have to go for a quick fix. I disagree. The side-effect of following such an advice is: You are betraying your true self. By taking some quick-fix solutions you have not been able to dig more deeply into the realm of your real problems. And your real problems lying dormant in your sub-conscious will pop again and again, and lead to another “burnout “attack. I dare to claim that 90% of all heart related diseases might be cured if we listened to our heart. Instead, we fall into the trap of running against life’s flow. Burnout has a lot to do with mental stress which is often triggered by not following your heart. Instead we follow the orders of others and give in too easily.

Loss of credibility of many corporate leaders

Banks and insurance companies are the best examples of lost credibility. Driven by greed we saw many executives just playing roles. They have often measured their true value against the size of their private wealth and other material possessions. They have gained a lot of power and wealth in the short run, but in the long run they will lose their jobs since they have lost credibility. Employees and clients will not trust them anymore. Look at UBS, one of the biggest banks in the

world. Clients have shifted their fortunes to other banks and UBS has lost billions. Authentic leaders do not need to play roles to gain power. They achieve personal greatness by being real, genuine and credible. Many companies are now desperately seeking such leaders and outstanding personalities

Times of insecurity and uncertainty

We all seek happiness, inner peace and stability. Most of us also know that inner peace and real security can be found within ourselves and not in the outer or material world. Living authentically will bring us back to the core essence of our true self, our soul and our deepest longings. If we are willing to follow our own and unique journey we are able to live a deeply fulfilled life. Then we feel secure regardless of any gloomy conditions in the outer world.

Conflicts

Have we ever asked ourselves why we face so many conflicts and civil wars on this planet? We may argue that conflicts arise because people fight for natural resources or different values clash with each other. However, the major reason is that we are not able to love each other, to respect cultural diversity, to see the valuable difference in others or to appreciate the uniqueness of each individual. Many of us have not learned to love ourselves since we have lost inner balance and we are scared to follow our hearts. It all starts with us. People who have developed the power to follow their heart, to listen to their inner voice and have learned to pursue a life journey motivated and inspired by their true purpose have found a deep fulfilling sense of satisfaction. Such people have no intention to start a war or fight since their entire life is an expression of pure love stemming from living authentically.

Emotional stress at the workplace

The fear of losing his or her job, a tense relationship with superiors, no passion for the work, poor job fulfillment and no room for job enrichment can be reasons that trigger a lot of stress. A recent study from Switzerland suggests that more and more employees are seeking counseling outside their company. They feel that their interests are not considered. Companies should strive for providing their staff with enough room for becoming real entrepreneurs, which encourages people to be creative and passionate at the workplace. As a natural consequence the overall performance of the organization will dramatically improve. In a nutshell, companies should strive for promoting authenticity at the workplace to a very large extent.

2. What themes can be drawn from your book that can be used as interviews?

- How to become an authentic leader
- Why should you follow your calling?
- What are the traits of authentic people and leaders?
- What steps have to be taken to live authentically?
- What are the rewards of living authentically?
- What prevents us from being really authentic

- Understanding better the terms integrity, authenticity, values
- How to find inner stability
- Why is “being yourself” so crucial
- Stress reduction by living authentically
- Bringing peace to the planet through living a passionate life
- Finding your true gift and do work you really love
- Overcome fears and doubts

3. Why do you think people should buy your book?

- For the sake of explaining the key differentiating factors of this particular book you have to note this:
 - The most powerful tool for making things happen and making your dreams come true is to make use of the power of your subconscious mind. Furthermore, imagination will always win out against will power. Your subconscious mind can process millions of data and or perceptions per second, while your conscious mind is able to process not more than 5 to 7 things per second. Our subconscious mind is working based on emotions, all our senses and our imagination. This means, all of our words, thoughts and beliefs held in our conscious mind will be transferred to the subconscious mind in the form of emotions and pictures. Therefore, it is so powerful to visualize all our dreams so that the subconscious mind can manifest them immediately. However, most of us sabotage their dreams by having doubts and fears and therefore transfer contradictory pictures to the subconscious mind. Example: You want to quit smoking and you say: I do not want to smoke anymore!” Your subconscious mind will just understand the word “smoking” and create an associated picture, which in turn inhibits you from really stopping smoking. Hence, in order to make real changes in life you have to program your subconscious mind accordingly and feed it constantly with appropriate pictures. Furthermore, you have to involve all your senses and emotions, only then will you have the most powerful impact on your behavior you would like to change. My book achieves exactly this: By integrating how-to tools into an exciting narrative I trigger as many mental pictures as possible and help the reader to grasp a complex topic not just by words but by a vivid imagination. The reader will read with his and her heart, which releases a lot of emotions and helps to more easily internalize all the information and tools.
- The book is not just a how-to book. The real power lies in the encouraging story of the polar bear – which is based on true life story and my experience I gained all over the world
- I have nothing written I have not experienced in my own personal life
- A complex topic is described in a simple way. People will easily understand what integrity, values and belief systems mean
- Many reader will easily identify with the characters in the book
- People will recognize that real power for living a fulfilled life lies in being just yourself

- This self-help and leadership book takes a unique approach by combining leadership lessons with mental techniques and spiritual within a gripping narrative.

4. Who should buy your book?

- People who feel what their true calling is but have not found the courage yet to move out of the comfort zone
- People who want to
 - feel inspired and passionate every day
 - Develop real power and mental stability
 - Find inner peace
 - Follow your true calling for a fulfilled life
 - Achieve personal wellness
 - Regain integrity and credibility for becoming an outstanding leader and winning people
- All individuals who are seeking deeper meaning in life
- People who suffer mentally for one or the other reason and seek means to strengthen their self-confidence
- People who are in leadership positions , especially young leaders, who seek a way for gaining more credibility
- Young individuals (graduates from colleges, universities) seeking advice for taking the “right direction” in life
- Mothers who were grooming their children for a long time but seek now to return to the business world so as to follow their calling or finish their studies
- People who feel what their authentic calling is but seek encouragement to change direction and/or take the appropriate steps for a better life
- Young individuals seeking to improve self-confidence
- All individuals wondering what they can do so as to make a real contribution to developing a more sustainable planet
- Coaches and mental trainers consulting others

- Occupational counselors
- Therapists advising people suffering from burn out and mental stress
- Young leaders striving for an executive position and looking for practical advice and guidance for their career

5. How will your book benefit them?

See under 4)

6. How can your book impact a viewing or listening audience?

- Encouragement
- Inspiration
- Practical guidance
- Impressive stories and examples
- Finding the courage and feeling empowered to take the first steps towards a fulfilled life

7. In your ideal interview list talking points you think would be of interest to general viewers or listeners? Talking points could be themes such as:

- Why did you write this book?
- Benefits of the book?
- Core message and essence of the book
- Why we should follow our heart and how to do that
Benefits and rewards for living authentically
- How to become an authentic leader?
- What impact will authenticity have in society and on the individuals?
- Specific advice from my side, hints and tips for a better and more fulfilled life?

List credentials you feel that you have that will help you to promote the book?

1. I have been facing the question of being myself during my entire life. It started early in my childhood when I faced a lot of criticism and flak from my peers. My entire bio is characterized by being forced to live authentically and to prove to the world that is a tough but very rewarding journey.
2. I have been moving out from very comfortable executive positions giving me a lot of “superficial” security. I have passed the acid test once more of following my heart by establishing three companies on my own against all odds
3. I have been appointed as manager for large multi billion dollar projects and turn around already at a young age, although I lacked the experience. The key was a high level of credibility and outstanding leadership skills gained through the power of authenticity. Many companies and people have awarded me by entrusting me with the most difficult leadership challenges since they knew that I have the courage to speak up, to follow my

heart, to extend trust to others, to provide a caring hand to many people and to respect diversity in the society.

4. Many people who read my book took a drastic turn in their life and achieved greatness by being themselves. Many moved out formed co-operations and founded successfully their own companies; others changed their career or even their profession for the sake of following their true passion driven by the authentic calling.
5. I have empowered many people and organizations to reach greatness through authenticity
6. I have been performing hundreds of trainings and workshops helping people to stand by themselves, gain more self-confidence and follow their authentic calling
- 8. What are your open dates for interviews?**
Flexible.

9. How would you like to be contacted if people are interested in an interview?

Contact my publicist Linda Leon at intelligentbuyersATyahooDOTcom.

10. Where is your book available for purchase?

My book will be available wherever books are sold or can be ordered at any outlet. The book will also available on www.amazon.com.