

AUTHOR SEEKS PUBLICIST / PR AGENCY

Submitted by: Jon Tuttle
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Category: Author / Consumer Lifestyle
Organization: Carol Tuttle
Web Site: www.myenergyprofile.com www.dressingyourtruth.com

Description

Carol Tuttle, author of the new book "It's Just My Nature!" and creator of "Energy Profiling," and "Dressing Your Truth," is seeking a seasoned publicity team and/or agent to execute an aggressive, strategic marketing and communications program that reaches local and national audiences. (Carol's visionary self-help program is taught at The Center for Living Your Truth in Draper, Utah, and also online at www.myenergyprofile.com / www.dressingyourtruth.com.) We intend to hire a firm or team to execute a long-term public relations education and outreach program, ultimately designed to promote book, e-commerce, and seminar attendance sales.

About Carol Tuttle

Carol Tuttle is the force behind a new movement called "Energy Profiling," a human assessment tool that defies all other personality profiling systems. Energy Profiling helps people discover their true nature, and then helps them identify the clothing, jewelry, accessories, hairstyle, colors, and even personal surroundings that reinforce that nature. The end result is a transformative experience – one in which the subject feels infinitely more confident, more complete, and seamlessly within their own element.

A highly accomplished author and celebrity in the self-help field, Carol's new book "It's Just My Nature!" reaches into a broader mainstream audience and delivers understandable self-discovery with immediate and applicable tools. All the techniques and experiences related in the book were inspired from clients who attended her "Energy Profiling" and "Dressing Your Truth" seminars at her Center for Living Your Truth in Draper, Utah.

At its most basic level, Dressing Your Truth is a makeover system that looks at one's inner nature and then matches that nature to the outward appearance. At its core is a revelatory journey that elicits enthusiastic responses from its subjects such as:

- *"I spent 38 years trying to find myself, and Carol and her staff helped me find myself in three days. It was amazing!"*
- *"This has been ... a life-altering experience!"*
- *"I have already found it very useful to realize how people view me and to know how I can understand and communicate with different types of people most effectively."*
- *"This experience opened my world to a different perspective of who I am. It is really wonderful!"*

Within the self-help world, Carol Tuttle is a recognizable force who as a successfully published author (sold over 70,000 copies of her second self published book "Remembering Wholeness"), public speaker, television and radio personality, seminar host, entrepreneur, and internet marketer with a following of more than 50,000 on her email database. Currently, she hosts a weekly podcast (also streamed through iTunes and on Blog Talk Radio). She shares a strong alliance with the Red Mountain Spa in St. George, Utah, where she hosts multi-day "Dressing Your Truth" retreats. And she and her team regularly host sold-out seminars – and change lives – at her Center for Living Your Truth.

The momentum and tools are in place for Carol to reach a new and broad mainstream audience of consumers who want to tap into and build on their human nature. She is committed to pouring her time and energy into her company's growth, and needs the right agency or publicist who will help her reach her lofty yet attainable goals.

Objectives

- Development of marketing and public relation strategies
 - Development of comprehensive press kit
 - Development of or access to comprehensive media contact database
 - Assist with web designer in content development of user-friendly online media room
 - Promoting Author's book through local and national television and radio appearances, as well as print and online profiles and interviews
 - Leveraging social media to reach and engage consumer base
 - Pitch and coordinate regular appearances on national television
 - Long term: assist with development of syndicated television program
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Special Skills and Requirements

- Willingness and ability to help create a new niche in the category of "personal development."
- Willingness to work with contract marcomm agent
- Presenting agent also must be the day-to-day primary contact. (Not seeking senior-level presentation with junior-level representative.)
- Experience working on a project of similar size and scope
- Excellent references
- Must be willing to personally experience the Energy Profiling and Dressing Your Truth system. If not completely convinced that this is a revolutionary system and has huge potential then there won't be a match
- Must read the book "It's Just My Nature!," or watched the online course at www.myenergyprofile.com prior to submitting RFP
- We feel strongly that the person we work with should experience this system so they understand our primary audience and how to best market our product and service to that audience

Budget Guideline

The budget for ongoing support has not been determined. For this reason, we request that you design your RFP around two different annual budget levels: \$30,000; and \$45,000, respectively.

Please also estimate administrative costs including but not limited to: Postage; Travel; Shipping; Research; Database management; and other out-of-pocket charges not listed here.

RFP Should Include

- Agency/Team Background (Individual Bios included)
 - Description of agency or team including qualifications of principal in charge of the project. Subcontractors discouraged
 - Description of proposed process including roles of team members assigned to the project
 - Description of any special experience, knowledge, contacts or skills that uniquely qualify your organization for this project
 - Proposed PR/Media activities (including sample original promotional concepts)
 - Lists, case studies, and links to *results* from previous campaigns
 - Samples of pitch letters, campaign outlines, and news releases
 - Names, positions and contact information for three client references
 - Implementation and execution strategy
 - Rough timeline
 - Cost for monthly services
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Responses

We welcome follow-up questions or informational interviews to aid in your research prior to responding to this RFP. Copies of "It's Just My Nature!" are available via PDF, or hard copy.

Please submit your completed response to this RFP by May 10, 2009 to the following:

Kelly M. Mooney
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