A Proposal for

Choosing ME Before WE

The Every Woman’s Guide to Life and Love

By Christine Arylo
Choosing ME Before WE
By Christine Arylo

CONTENTS OF PROPOSAL

• Overview.................................................................page 3
• About the Author ......................................................page 7
• The Market...............................................................page 9
• The Competition......................................................page 15
• Promotional Plans....................................................page 20
• Format........................................................................page 30
• Chapter Summaries...................................................page 31
• Sample Chapters (Introduction through Chapter 4)........page 42
OVERVIEW

Like most thirty-year old, professionally successful women, I thought I had life figured out. I had achieved all the pre-requisites, college, career, and mini-mansion, and clearly it was time to take the next “logical” step – marriage. I sported the appropriately-sized diamond ring and created a fabulous vision for my wedding day. Unfortunately, rather late in the game, a critical ingredient, the man, had a different idea. Two hours before our engagement party, my soon-to-be “life partner,” the man with whom I was prepared to spend my life, looked at me and said, “Chris, I don’t love you anymore. I don’t want to marry you. And, oh by the way, I’ve been cheating on you for the last six months.”

When I read those words today, I can still feel the walloping sting vibrate through every cell of my body. But in the actual moment, laser focused on validating my 15-year relationship, my reply was, “We will deal with that later. Right now, we have a party to go to!” And we did. My fiancé and I went to our engagement party, smiled, and acted as if everything was fine. It felt like I’d been hit by a car and just kept on jogging. Running on pure adrenaline, I continued moving as if nothing had happened, while my internal wounds bled profusely.

After the façade of the party, I was jolted into the reality I had worked so hard to avoid seeing, that for years our relationship had been held together with pieces of masking tape and bubble gum. I had been in complete denial that this almost marriage was unhealthy, unsatisfying and even worse, crushing my soul. The piercing truth of this realization sent me reeling into the most intense pain I’ve ever experienced; it hurt
so much inside that I thought I would die. Only months later would I realize that my fiancé actually gave me the greatest gift ever, my freedom.

Without a relationship to hide behind, I came face-to-face with the fact that our relationship had covered up my pain for years. On the outside, the world saw a put-together, outgoing woman. No one, not even I, acknowledged the insecure, wounded girl living inside who stayed in a bad relationship out of fear and a false sense of security. Now, no longer in denial, I realized that I could continue to wring my hands and heart about a man who clearly no longer wanted to be with me, or I could reclaim my life. Thankfully, I chose the latter! And, so began my six-year journey of healing, personal discovery and spiritual awakening – cemented with a promise to never again settle for less than my soul desired.

On this quest, I discovered within me the spirit of a survivor and a deep faith I never knew existed. I disbanded the myths society had handed me and shattered the illusions I worked so diligently to create. I discovered new ways of seeing life and gained an inner wisdom that became my guiding star. I experienced a healthy relationship and finally understood how different a great WE was from what I had been conditioned to believe from watching my friends, relatives and modern media. Most importantly I learned to love ME – the pinnacle of my personal journey of Choosing ME Before WE.

Today, as a woman grounded in a deep love for herself, I step forward to share my stories and learning with other women because, although the details may differ, I know that our experiences, challenges and pain are so similar. The sharing of story and wisdom allows us to see ourselves in the words of others, gain witness to our personal journey, and discover new ways of thinking and being. Women need to understand the breadth of possibility and choice that exists if they are ever going to create the lives and
relationships they truly desire, instead of the ones for which they settle. *Choosing ME Before WE* is my answer to this call.

## CHOOSING ME BEFORE WE

**The book:** *Eat, Love, Pray* meets *The Secret*.

**The voice:** *Sex in the City* meets *The Ya Ya Sisterhood*.

**The journey:** *Choosing ME Before WE* invites readers on an inner adventure through their soul to: Stop settling, stop chasing fairy tales and start loving the most important person in their lives – themselves! Over the course of ten chapters, women are led on a journey to discover the possibilities, tools and realities needed to create the lives and partnerships they really want. Accompanied by the resonating stories of other women and the wisdom of the universe, women finally have a fighting chance to claim that for which their spirits and hearts have been yearning.

*Choosing ME Before WE* is categorically a self-help, relationship book, but even more, it is a call to action, a guide, for women to love themselves first and to take responsibility for the lives they create. This book is one piece of my larger mission to challenge, inspire and support women to fall so madly in love with themselves that they claim nothing less than lives in which their spirits soar, their hearts beat with passion and their souls sing out with the joy of being alive. The time has come for all women to exclaim, “Yes, I want to fall madly in love with ME!”

While self-love has been well documented by therapists and spiritual teachers, the time is now to make loving yourself hip for the mainstream woman; to enlighten the 20-
40 something professional woman to the laws of the universe sitting at her fingertips, just waiting to be used to create magnificence. What better hook to get her attention than the one area of life she cares most about – her relationships.

Whether looking for a HE to make a WE, trying to make a current relationship better, or giving up on ever finding a great partner, women need to understand that every relationship starts with ME. Only when we are healthy, self-aware and free of illusions and myths can the relationships we desire come to be. In today’s world, more mainstream women than ever are looking for guidance. Not quite comfortable with a spiritual leader, a woman 20 years older, or a man, they seek a “Yoda,” a woman closer to their own self image, who they can connect with and who has survived – and more importantly thrived – through both sides of the relationship and self divide – the good, the bad, and the ugly. A 36-year old woman who can cross many worlds – business, hipster, granola, and spiritual – I am that person and Choosing ME Before WE gives life to my words.

Choosing ME Before WE can be likened to a “sister” with attitude. I have been down this bumpy road myself and by sharing my stories, those of my friends, and the wisdom we’ve all gained, readers receive guidance firsthand so they can make different, better choices. Exactly what all sisters should do! Like Sex in the City this sister has attitude, but like the Ya Ya’s, she is a wise sister with soul. Choosing ME Before WE invites women into a safe and fun space to explore, but make no mistake, this book is a deep journey of the spirit, finally tailored for the mainstream woman.
ABOUT THE AUTHOR

With an MBA from Kellogg and 12 years of big brand marketing experience in tow, Christine Arylo left corporate life in 2006 to become a "Yoda." In professional terms that means a life coach, an author and an inspirational speaker. In human terms, it translates to a woman who has survived, indeed thrived, because of her own intense personal journey of discovery and healing.

Life has taken Christine from the shattered dreams of a broken engagement into the power of an intimate loving and committed relationship – with herself and with a man. Through this journey into the deeper and sometimes scarier aspects of self, Christine moved beyond her personal fears and insecurities to claim a life of new possibility she never imagined existed.

Studying with mystics, traveling the world and taking deep dives into her soul – all while keeping her corporate day job – Christine gained wisdom, perspective and insight. As she healed and learned to truly love herself, she also began to notice that so many of the women she loved and met kept creating lives that made them unhappy.

In response, Christine wrote her first book, Choosing ME Before WE, launched MADLY IN LOVE WITH ME™, and set out on a mission to challenge, inspire and guide women to fall madly in love with themselves. She also started Girltalk... taking it deeper, www.letsgirltalk.com, featuring sassy and soulful conversations on topics that challenge women to be, love and live their most real and wise self.

Her message and opinions have been heard by women from the coasts of California to the heart of the Midwest; and featured with organizations such as the
International Museum of Women, Gap Inc., and top radio stations in the country. Women continue to experience Christine and her message through “Girlfriend Get-Togethers,” the mainstream answer to the personal growth workshop.

Through her coaching company, Dare to Live You, Christine, works with mostly with the “type A, achievement oriented” woman professional or entrepreneur who wants more, as in different… because although successful in the material sense, she is lacking that deep sense of fulfillment with her life. Christine also teaches workshops for couples with her partner Noah, where they help couples create the connection they seek by gaining more awareness of themselves, their desires and their impact on the relationship.

As a former executive communications coach and speechwriter for the largest retailer in the world, Christine is perfectly comfortable in front of the camera or any audience. She loves to talk, has much to say and articulates her message with ease and focus. People often say after spending time with Christine, “I always feel so inspired after I’m with her.” As a Yoda, with better fashion style and a paler complexion, Christine takes those words to heart and sees her job as just that… to inspire women to claim the possibility inside of themselves, just waiting to be brought to life.

Christine Arylo lives in the San Francisco Bay Area with Noah and their dog, Nanook. She is affiliated with several organizations dedicated to helping people heal and to discover and express their truest selves. She lives a life of exploration into truth and new possibility, for herself and for all women, believing that one can only take people as far as she herself has gone, and as far as they are willing to go.
THE MARKET

Relationships with men are one of the most talked about, cried about, analyzed, and hypothesized topics among women. Look at any newsstand, reality TV schedule, hit movie list or top internet site and you will see a plethora of headlines ranging from “How to get a man to love you!” to “Dumped! Again.” Inundated with advice on what they must do and should never do to find true happiness with a man, women are confused and worse yet, convinced that they have this relationship thing all wrong. In reality, they are simply focused in the wrong place – on the WE and the HE instead of the ME.

Their mothers, sisters and friends aren’t much help. Operating on similar old paradigms and limiting beliefs, most women make the same mistakes. What they need is a Yoda, another woman who has gained wisdom by walking her own path, successfully. Not interested in someone that looks and talks completely different, these women want a Yoda that is accessible, someone that could be a sister. They crave connection and companionship with other women as they try to understand, live through and live with relationships with men. Whether buying this book for themselves or their friends, Choosing ME Before WE is a guide for women:

In relationships:
• Taking the next step: marriage or living together. There are quite a few women in North America contemplating a deeper commitment with their man – more than two million women get married each year and over five million women live with their mate (in fact, 50% of all women will live with a man before the age of 30.) Wanting
to avoid making a mistake or repeating the patterns of the past, they seek answers
to the questions and doubts burning inside.

• *Trying to figure their relationships out: Where’s it going? Is it going anywhere?* At this
stage of game, when it’s more than casual dating, but marriage is a distant thought,
women want answers to confirm their feelings and thoughts about the man they
are falling in love with.

• *Feeling unhappy and dissatisfied with their marriage or relationship.* Feeling stuck” in an
unfulfilling relationship, these women seek a ray of hope and a dash of direction
that will lead to a happier life, with or without their guy. With over 56 million
married women in the U.S. and a 50%+ divorce rate, unfortunately too many
women find themselves craving intimacy and partnership without a clue about how
to create it. They’ve settled and believe that what they actually desire may not be
possible.

**Searching for a mate:**

• *Actively still looking for the “right” partner.* Whether never married or divorced, more
than 45% of the 20 million women between the ages of 25-44 are unmarried. Many
want to find a partner, but haven’t found the one they seek. They desire new ideas
that give them hope and empowerment instead of “10 steps to catching a man” or
the five “must do rules of dating,” which haven’t worked so far.

• *Thinking about getting back in the game.* These women are ready to return to the
dating market, but want new tools this go around. Wanting to be prepared, they are
not interested in making the same mistakes twice.
Helping a woman they love:

It’s the nature of people to give advice and “save” those they care about from making big mistakes. Out of love, mothers, sisters, friends, even fathers, have a deep desire to help the women they love make better choices. Whether she is in a bad relationship, recovering from yet another man disaster, or just ready to hear a dose of relationship reality, these “gift givers” know that advice from them won’t get through. *Choosing ME Before WE* provides a neutral third party opinion and a chance to change their loved one’s perspective.

Who Is She?

**Primary Audience:**

*Women 27-37, U.S. and Canada, some college education, mid – upper class.*

Seemingly together on the outside (good job, material success, close friends), this woman is not 100% together on the inside. She knows that something is amiss; there’s a sensation that life has more to offer but she isn’t quite sure what that is. Married, in a long-term relationship, with a boyfriend or single, this woman wants a better, more fulfilling partnership, but she also wants to be happier inside of her self.

A seeker, the *Choosing ME Before WE* reader, craves guidance. But because personal growth is a new adventure, she’s not sure where to start. She’s probably been in therapy and read a couple of the more popular self-help books – maybe from Dr. Phil or Wayne Dyer. Unfortunately, she’s also likely to have tuned into reality TV shows like the Bachelorette or read books like *He’s Just Not that Into You* and is confused about relationships and her part in creating them. The good news is, beginning to explore self-
reflection and self-awareness, she wants new and better answers – about herself and her relationships with men.

Deep down she loves being a woman, even though she is a little confused about what that really means because of what she saw from her female role models. This woman understands the importance of self-love and self-esteem, even if she hasn’t been able to create it for herself. She is less clear on how to love herself deeply, enough to choose me first and enough to let a partner really love her. But, she’s willing to learn!

Up until now, her path has been to read books like *Men are from Mars…*, pick up Oprah (maybe even Cosmo if she was desperate), and surf the net looking for answers. Aware that there is something more breathing inside and yet to be discovered, the *Choosing ME Before WE* reader wants someone, preferably another woman, to point her in the right direction.

However, because this personal growth stuff is new, she can still be skeptical or leery of anything too “spiritual” or “woo woo.” She is willing to be honest and vulnerable, but on her terms. Comfortable with the idea of sisterhood, she’s open to sharing experiences with girlfriends or women she trusts. She really does desire deeper connection – with both herself and other women.

**Secondary Audiences:**

*Women 38-49, U.S. and Canada, some college education, mid – upper class.*

- **Divorced.** Over 11 million women, 10% of all American women, are divorced.

  Married previously, many with kids, they are ripe for choosing ME first and embracing the idea of loving themselves. Through their post-divorce soul searching, they understand more about themselves and have a renewed commitment to self. They are learning to love ME and make decisions congruent
with this new found self. Dating or actively looking for a good partner, they don’t want to settle or make the same mistakes.

• *Still Single.* In one of a few camps, these women either: 1. Have too many items on their man list (will never find Mr. Perfect) 2. Have decided not to settle for Mr. Just Okay. They want a companion and can’t seem to find the one their heart desires or 3. Have not learned to love ME enough to let a healthy man love them. Whatever they’ve been doing hasn’t been working and finally the time has come to try something new.

• *Married.* Yes, they have a man, but either they are tired as hell from living for everyone else, or find themselves married but lonely. Wanting more for themselves and out of their partnership, settling time is over! What they need now is support to claim what they want.
What Women Are Already Saying About

Choosing ME Before WE

• “After reading her, I felt as if she had given me the gift to grow and change without any guilt, frustration, shame or even denial. I realized that I ultimately have to love myself and be true to myself.” – Nicole, Oakland, CA

• “This book helped me… in the course of reading it, I learned about the Core Four and I created a relationship with a man that is matching me right now in my life. I do not hold the idea or illusion of what it will become. I embrace what it is right now, knowing that my heart overflows with love that I have not shared with someone in over seven years!” – Tarja, San Diego, CA

• “It felt like I was talking to my girlfriend or with someone whose opinion I could really trust.” – Shabnam, Chicago, IL

• “If your relationship with yourself or your partner feels unhealthy, it probably is. This book delivers the medicine to put you on the road to recovery, just keep in mind that medicine can be hard to swallow. If you’re in healthy relationships with yourself and your partner, then this book is just like a good vitamin.” – Laurie, Columbus, OH
COMPETITION

Yes, relationships have been written about in books for years – by Phds, spiritual teachers and “dating experts.” After all, almost every living human being is trying to figure them out. And recently, volumes of spiritual and self-help books are lining store shelves as more and more people seek a greater understanding of self and the world. The time is ripe for a book that brings these worlds together in a package that speaks to the mainstream woman. Choosing ME Before WE is that book, offering the Sex in the City attitude with the soul of the Ya Ya’s and the deep spiritual wisdom of the mystics, Choosing ME Before WE is accessible to today’s professional woman, whose spirit is stirring inside for more.

Choosing ME Before WE offers readers a journey into their soul, and like a good self-help book provides questions and exercises that ferret out new truths and realizations. Similar to it’s spiritual text predecessors, Choosing ME Before WE shines the light on universal laws, such as the Law of Attraction and the Power of Intention, giving readers new perspectives on life and providing fuel for their personal growth path. Like the successful non-fiction dating books and recent fiction books like Eat, Love, Pray, Choosing ME Before WE offers connection to other women, through the sharing of stories and truthful admittances of pain, humility and joy. As the author, I chose to include both universal wisdom and heartfelt stories because I understand firsthand that telling someone “truth” is not enough to create real change. It takes the power of the parable to invite readers to see themselves more clearly, to feel not so alone and to ultimately choose to make a shift for themselves.
Some of the more recent books women may turn to for guidance on relationships and the reality of being a woman in today’s world:

**For single women by other single women:** Empowering women to be okay with their choices, some books give advice on how to cope with the trials and tribulations of being single and others support the message that finding the love you want starts with you. Tone is “Cosmo girlfriend.”

- **Better Single Than Sorry: A No-Regrets Guide to Loving Yourself and Never Settling** (Jen Scheft, William Morrow, 2007, Hardcover, 288 pages, $21.95). Self-proclaimed social diva after Bachelorette fame, Jen delivers the message that being single is a time to have fun, learn new things and grow. Using testimonials from women of all ages, in conversational style, she says never settle for a relationship that is less than you deserve.

- **Cinderella Was A Liar** (Brenda Della Casa, McGraw Hill, 2006, Hardcover, 226 pages, $21.95) After interviewing 1,000 men, this producer of a popular dating show gives the “facts” behind the fairy tale to show why your prince isn’t that into you. She tells women they have to look in the mirror and change themselves to find their best match.

*Choosing ME Before WE*, knows this message well, but is also keenly aware that women want to go beyond the surface-level girlfriend conversations. They seek the kind of substance and shift that only comes from finding inner truth and changing life perspectives – and they need help to find it. Wisdom and guidance on how to go deeper inside one’s self is the difference *Choosing ME Before WE* offers.
Dating and relationship experts tell all: Purporting to give the rules of the road for dating, or the steps to land a husband, both men and women offer points of view on the “do’s” and “do not’s.” Tone is “sassy and prescriptive reality.”

- **Find a Husband After 35, Using What I Learned at Harvard Business School!**
  (Rachel Greenwald, MBA, Ballantine, 2004, Paperback, 339 pages, $14.95). Rachel suggests that women follow her 12-18 month plan for finding a wonderful man, maintaining that it has worked for her clients as long as the steps are faithfully implemented. Actions include “networking,” calling every person you know to make clear your commitment to finding a mate.

- **Why Men Marry Bitches: A Woman’s Guide to Winning Her Man’s Heart**
  (Sherry Argov, Simon & Schuster, 2006, Paperback, 272 pages, $14.95). Encouraging women to be strong, independent and inscrutable, the author takes readers step-by-step through her process, including numerous "Relationship Principles" that keep her concepts clear ("Relationship Principle 35: Men are intrigued by anything they do not completely control."). Her goals are more about acting rather than believing that you don’t need a man to feel complete.

Keeping women focused on the external – dating, a husband, a man – for happiness needs to change. **Choosing ME Before WE** keeps the power of a truthful, direct message but focuses it where women need to look first – at themselves.
It’s About HE or WE: Supporting women to analyze their relationships or the men they have or desire, Phds and spiritual leaders, provide tools, insight and discovery exercises. Tone is “discovery and advice from an authority.”

- **Love Will Find You: 9 Magnets to Bring You and Your Soulmate Together**
  (Kathryn Alice, Marlowe & Company, 2006, Paperback, 224 pages, $14.95) As an antidote to strict rules-oriented dating, this “spiritual relationship guru” tells women how to literally attract their soulmate through a series of nine magnets. Readers receive guidance through simple yet effective exercises.

- **Keeping the Love You Find: A Personal Guide** (Harville Hendrix PhD, Pocket Books, 1993, Paperback, 352 pages, $14.00). A staid classic, Harville provides readers with a deeper understanding of psychological theories that affect one’s ability to have good relationships. A book for men and women, the text is occasionally dry and technical, lacking personal connection. However, the information is valuable and the exercises helpful.

While attracting a mate is something most women want, the place to start is within. Only then can they start to look at their relationships and partners. **Choosing ME Before WE** makes the bold statement up front that every relationship starts with YOU – empowering women to do something most have a hard time with, loving themselves first.

**Choosing ME Before WE** carries forward the great work done by spiritual leaders on topics such as the Power of Intention, the Law of Attraction and Manifestation and Intuition. The principles explored in these personal growth books, among others, are
used throughout *Choosing ME Before WE* in a way the mainstream woman can access them:


*The Secret* (Rhonda Byrne, Atria Books, 2006, Hardcover, 216 pages, $23.95)

*The Law of Attraction* (Esther & Jerry Hicks, Hay House, 2006, Paperback, 224 pg, $14.95)
PROMOTIONAL PLANS

More than a book, Choosing ME Before WE is a step towards making LOVING YOURSELF HIP!

As a former marketing maven, I know one thing for sure: brands that connect to the hearts, minds and spirits of women sell. More than a life coach with a book, I am building a movement, anchored by the Madly in Love with ME™ brand, which will challenge, inspire and guide women to:

1. Give themselves permission to choose ME before WE.
2. Realize how essential loving themselves is to everything else in their life; it is the foundation.
3. Step into their daily life with absolute adoration for themselves, carrying an infectious, magical attitude that brings love to everything they touch, knowing that the more they love themselves, the more they can give to everyone around them.

I am taking self-love out of therapy rooms, spiritual centers and bedside reading and into the mainstream world to be talked about, celebrated and embraced among women of all ages, all over the world. It is time for the conversation, our beliefs and lives to change from ones based on “selfish” guilt to lives full of the effervescent and free wheeling joy experienced when people love and express their truest selves.
The following promotional campaign includes marketing and platform building efforts already underway today, which will be ramped up upon book publication, and new promotional tactics that will launch after the book is released.

Building The Buzz… What’s Happening Today

MADLY IN LOVE WITH ME™ GIRLFRIEND GET TOGETHERS

What could be better than spending six hours becoming more intimate with who your ME uniquely is; discovering what it means to ‘fall madly in love with ME’; and taking the challenge to love yourself everyday with the support of other women doing the same?

The Experience:

• Groups of 15-25 women gather at the homes of friends or in public spaces where I lead them into an inviting and “safe” opportunity to explore loving themselves. In this fun, dynamic environment women experience their own beauty and brilliance, challenge their perceptions and limitations regarding loving themselves and commit to the “Madly in Love with ME™ Challenge” (re-entering life with tangible actions and support).

Beyond a One Time Event:

It’s Art

• The first step of the “Madly in Love with ME™ Challenge” is a brainstorm on what the heck falling in love with oneself actually means. What are the beliefs, commitments, actions, etc. we need to acquire? To change? To eliminate? In real
time, an illustrator or an artist captures women’s thoughts on large paintings and murals. The art collection will be displayed at the book launch events.

- Women leave with their own personal piece of art, a ME Print – a life-sized silhouette collage visually illustrating their inner and outer selves. Some will also be displayed at book launch events.

It’s a Community:

- Every woman that participates becomes part of the Madly in Love with ME™ network. Women join the part of my Madly in Love with ME™ blog and newsletter gaining access to other women and their stories from around the country.

Events are currently happening throughout the Bay Area and Chicago during the spring and summer. In the fall, I will take the parties to new cities including San Diego, Atlanta and Minneapolis. Frequency is approximately one party per month. The response has been positive with feedback like, “I believe that meeting you and attending the workshop has been a big part of the changes in my life.” As the book launches, parties will be expanded in both scope and size, using the learning gathered from 2007 parties.
MADLY IN LOVE WITH ME™ VIRTUAL MESSAGES

(note: all of the below became Girltalk… taking it deeper)

Bi-Monthly Blog

Inspired by the stories shared at the Girlfriend Get Togethers and invigorated to change the “selfish” self-love belief epidemic into a full embrace of loving ME, my bi-weekly blog, featuring my thoughts and opinions and new possibilities launches in July with the debut of the website www.letsgirltalk.com. Women can also post their own stories and thoughts.

Monthly Podcast and Newsletter

• Beginning of the month newsletter features one point-of-view article, stories from other women about their journey, updates on events and inspirational pieces of art. Readers opt in by providing email address.

• Mid-month podcasts feature conversations with other woman who have committed and said, “Yes! I will take the challenge to fall madly in love with myself!” We will have fun, laugh and go deep into the challenges and victories she’s faced. Podcast launches in August.

Virtual Communities

• Reaching women online where they’re are already present, I am working with several women’s organizations including Offerings (offeringspublications.com), and NY’s Success Television (www.successtelevision.com) to feature Christine Arylo and
the Madly in Love with ME™ message. These organizations will link back to my website.

- I am expanding my online reach and providing content to the many sources looking for articles from reliable sources. My work has already been featured with the International Museum of Women’s online exhibit, Imagining Ourselves http://imaginingourselves.imow.org/pb/Story.aspx?id=287&lang=1.

Traffic will be driven to the website through my continually expanding database, from the organizations I work with, from my online articles, and my own coaching website.

EXPANDING POSSIBILITY: COUPLES COACHING

www.expandingpossibility.net

Workshops

- Couples contemplating a bigger commitment – marriage or living together – experience a one to two month program led by myself and my coaching partner/husband. Workshops are advertised through our relationships with wedding vendors and spiritual communities as well as local media. Choosing ME Before WE will be promoted on site.

Podcasts

- Likened to a self-evolved and happily married Sonny & Cher, Christine Arylo and Noah Martin, share their views on creating a great relationship on a monthly
A.M. Wake Up Call podcast starting in July. Topics from Choosing ME Before WE are used for fodder and book will be promoted on our website upon release.

Kicking Up the Promotion – Choosing ME Before WE Book Launches

PUBLICITY

I intend to devote a minimum of four months to an intense publicity campaign. My goal is to give at least one radio interview per day and to be a frequent television guest. To make this happen, I am willing to invest $$XXX to hire a top publicist who will help support my publisher in booking television and radios shows, as well as arranging print interviews and personal appearances.

My messages – challenging women to choose ME before WE and to fall madly in love with themselves – are more than just interesting topics. They have edge, peeking people’s curiosity and pushing their self-imposed and societal limitations. Coupled with my own personal story, they beg to take the conversation deeper and provide tremendous fodder for local, regional and national media outlets including radio, television, print and the internet. Media savvy and audience ready, the Choosing ME Before WE / Christine Arylo PR campaign will include:

In Person Regional City Publicity Tour:

• Six-city, in-person publicity tour in markets where I already have an established network (Chicago, Portland, Atlanta, NY, Minneapolis, San Diego.) Tour will include local radio, TV and print as well as Girlfriend Get-Together events at local
community venues, including book stores, spiritual community centers, and women’s non-profits.

Regional TV, print, radio and public appearances:

- I will focus effort on a regional campaign in the Bay Area and in my birthplace, Chicago, as well as do publicity in all cities I visit.
- TV: In addition to the morning and day shows in visiting cities, I have already been offered a spot on View on the Bay, ABC Channel 7, serving the greater Bay Area.
- Radio: Virtual radio tour of top morning and afternoon radio shows.
- Print: I will pitch the lifestyle sections of local newspapers.

National and Regional Print Magazines:

I will convert key concepts from Choosing ME Before WE into national magazine feature articles and book reviews:

- Mainstream women’s magazines (Oprah, Cosmopolitan, Jane, Bust, Pink, etc.). Tone is sassy, direct and real. Example: “Throw Out The ‘Man List’ and Trade in the Fairy Tales: Finding the Man You Want Starts with YOU.”
- Spiritual women’s magazines or holistic health magazines (Body&Soul, Spirit&Health, Yoga Journal, Conscious Living). Example: “Loving ME. Selfish or Selfless?”

Radio-TV Interview Report

- I will pay for advertising in the Radio-TV Interview Report. Each issue reaches more than 4,000 producers, hosts and program directors at radio and television programs nationwide. It has helped more than 6,000 authors get on the air.
BOOK LAUNCH EVENT IN SAN FRANCISCO AND CHICAGO:
MADLY IN LOVE WITH ME™ BENEFIT

(NOTE: HAPPENING ON FEB 13, 2009 IN SF AND ONLINE
WWW.MADLYINLOVEWITHME.COM)

- More than a book launch, this evening event will be an interactive experience for all attendees inspiring both men and women to take the challenge to fall madly in love with themselves. As a benefit for a local or regional women’s non-profit, these “parties” will feature both living and stationary art that celebrates women being their truest selves and that shines light on what is possible when women really do love themselves. Exhibits include:
  - Murals and paintings from Girlfriend Get Togethers
  - ME Prints
  - Excerpts from Choosing ME Before WE enlarged onto canvasses
  - Photography of established SF artist that captures women’s deepest expressions of self
  - Women on the Street videos
  - Interactive activities for event guests to add their thoughts and opinions

STRATEGIC ALLIANCES

Leveraging places that women already gather, I will work with organizations to bring my message and book to their communities of women:
• **Local online dating services and local dating events:** Perfect for women wanting advice on finding Mr. Right.

• **Local women’s networking groups and conferences:** Including grassroots groups like POW WOW ([www.powwownetwork.org](http://www.powwownetwork.org)) to bigger networks like eWomen Network ([www.ewomennetwork.com](http://www.ewomennetwork.com)). I am also a member of ewomen’s publishing network who will promote my book to members upon launch.

• **Local and regional women’s non-profit events:** There are several non-profits that I am currently affiliated with including the International Museum of Women, Shakti Rising and Girls for Change. I am also building a relationship with Step Up, a regional women’s non-profit in NY, Chicago and LA.

• **Universities and colleges with strong MBA programs:** I will create engaging, lively *and* meaningful events on campus. I have affiliations with several other women authors, coaches, etc. – from sex coaches to storytellers – who can form these spirited events with me.

• **Local and regional spiritual communities:** As a former member of the national Unity church organization and other new thought communities, I have access to their members and facilities.
FORMAT

I envision the book as approximately 8” x 6” soft cover with flaps. The interior design includes illustrated chapter headers. The inside design will carry through the tone of the journey and the Sex In the City / Ya Ya voice without appearing as a workbook. The Delving Deeper section will also have a unique graphic treatment to distinguish it from the body of the chapter. The book ends with a list of resources women can use to go further into the topics brought forth. As their journey continues, so does the support of Choosing ME Before WE.

The manuscript is complete and available for reading.
Contents

Prologue    Let’s Get to Know Each Other
Introduction You’re Invited!

Part One. ME
Chapter 1    Knowing ME: Who Is This Woman Called ME?
Chapter 2    Truthfully ME: How Real Am I with Myself?
Chapter 3    Loving ME: Do I Really Love ME, All of Her?
Chapter 4    Trusting ME: Who’s That Talking Inside Me?
Chapter 5    Honoring ME: Who Said Settling for Less and Sacrificing Are Mandatory?

Part Two. HE
Chapter 6    Choosing Your Core Four
Get the Man You Want by First Getting Clear on What YOU Really Want

Part Three. WE
Chapter 7    Getting Wise about WE
Three Shortcuts to Creating Authentic Partnerships Instead of Unhealthy Relationships
Chapter 8    Getting the Intimacy We Crave
If We Want It, We Must Be Willing to Give It First

Appendix     Tools for Your Continuing Journey
About the Author
Also included in draft to publisher was
- Chapter Summaries for each chapter of about 2-3 paragraphs
- Two sample chapters

As the book evolved since the proposal, these pages are not included here… but you can now read the evolved and even better version in the real book!
[www.choosingmebeforewe.com](http://www.choosingmebeforewe.com)

To all the women reading this proposal:

I wish you much fortune on your book journey. Keep believing and keep going!

With heart,

Christine Arylo
Inspirational Catalyst
[www.DareToLiveYou.com](http://www.DareToLiveYou.com)