

# *The Green Guide Girls™*

## *We've Got Previous Media Experience And We Make Great Guests!*

### **JENNIFER S. WILKOV**

Jennifer S. Wilkov is the best selling award winning author of the *Dating Your Money* series and *The Loved Ones Kit: The Enlightened Way to Organize Your Money & Life for the Ones You Love*, and is the co-author, co-creator and publisher of *The Green Guide Girls: Guide to Book Publishing*. Jennifer is the publisher of E.S.P. Press Corp. and the creator of the "Thought to Sales in 90 Days™" process for turning any idea into a book and any book into a thriving business. She is also a successful freelance writer, uber-entrepreneur, business mentor, humanitarian, philosopher and philanthropist.

Jennifer has always been interested in bringing together industry resources and people in the spirit of collaboration to enrich the consumer experience. Recently she's gone "green" as an author and publisher to collaborate with Cindy Katz to bring The Green Guide Girls™ to the publishing and author communities.

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

### **TV**

Ms. Wilkov has participated in a nationwide satellite TV tour. Among the stations she appeared on were Denver, CO: KWGN (WB), Houston, TX: KRIV (Fox), and Tucson, AZ: KGUN (ABC).

### **Radio Interviews**

Information about Ms. Wilkov's book, *Dating Your Money*, has appeared on more than 100 radio stations reaching an audience of more than 11,000,000 listeners in 38 states.

Market by market data available on request.

### **Live Interviews**

In addition, Ms. Wilkov has completed over 36 live radio interviews.

A full listing of stations, markets, and interviewers is available on request.

Among them, New York, NY: WFME-FM (94.7 FM), Boston, MA: WRCA (1330 AM), Buffalo, NY: WLVL (1340 AM), and St. Louis, MO: WESL (1490 AM).

### **Articles ~ Magazines, Newspapers**

**The Wall Street Journal** (Circ. 1,875,000) ~ *Dating Your Money* featured in Diana Ransom's column on April, 15, 2007, about personal finance and relationships with money. Diana's column was syndicated to over 4,200,000 additional readers nationwide.

**Shape Magazine** (Circ. 1,700,000) - Editor Sarah Robbins interviewed and included Ms. Wilkov for her story on New Year's resolutions for the January issue. The focus of the story is "Get out of Debt for Good." The US edition of Shape is the third largest young woman's title after Cosmopolitan and Glamour, with a circulation of 1.7 million. *Shape* is published in nine countries worldwide, and is the world's best-selling health, fitness and beauty magazine, with 8.5 million readers. The magazine's focus is "that life should be lived with passion, compassion and the energy and enthusiasm that is testimony to a strong body, healthy mind and happy spirit. We embrace adventure; we applaud that which inspires; and we strive for a balance between that which is energizing and that which encourages rest and relaxation. Through our mix of feel-good fashion and beauty, solidly researched health features and social and relationship issues, *Shape's* editorial empowers readers to take charge of every aspect of their lives."

**Atlanta Journal Constitution** (Circ. 409,873) - ran article on August 20<sup>th</sup>, 2006, by consumer writer Nedra Rhone entitled "Knee Deep in Debt". The Journal-Constitution is among the top 20 newspapers in daily circulation in the United States. This article was syndicated through Cox News Service which are publishers of sixteen local newspapers in Georgia, North Carolina, Texas, Florida, and Ohio.

**Rocky Mountain News** (Circ 340,007) - an article ran on August 20, 2006. The Rocky Mountain News is the main state paper of Colorado and is among the top 25 daily newspapers in circulation.

#### Published Articles ~ Freelance Writing Experience

**Executive Decision Magazine** (Circ 55,000) - Ms. Wilkov has written two articles for this targeted magazine publication that focuses on serving the C-level executive community. Her most recent article about business networking can be found in the March/April 2007 issue entitled: "Is Your Networking Working?" Her previous article was published in the November/December 2006 issue including a book review of *The Loved Ones Kit: The Enlightened Way to Organize Your Money & Life for the Ones You Love*.

**Personal Excellence Magazine** (Circ 30,000) - Ms. Wilkov was featured in the January 2007 issue of this targeted magazine publication. *Personal Excellence* is the magazine of life enrichment. Each issue features respected authorities like Jack Canfield, Stephen R. Covey, Oprah Winfrey, John Gray, and Nelson Mandela. Gain powerful insights, ideas, and strategies on personal improvement and professional development in seven key areas of life: Physical – health and fitness; Mental – learning and education; Professional – work, job, and career; Financial – money and asset management; Social/Emotional – relationships with self, family, and others; Spiritual – character and soul; and Service – citizenship, stewardship, and leadership.

Here is what Stephen Covey says about *Personal Excellence* magazine: "Many of our ills today are caused by segmentation and fragmentation. Personal Excellence will help you

pull all the parts of your life together and achieve a healthy balance and productive synergy.”

### **Guest Speaking and Live Appearances**

**“Let Your Life Speak” Publishing Workshop** – Participants learn the publishing process from Ms. Wilkov, a seasoned expert who has lived through the amazing experience of taking a book idea from thought to sales in 90 days and less. In one short 90-minute presentation, Ms. Wilkov shares several of the secrets it would take participants years to find out in the publishing industry. All participants receive a booklet of valuable publishing resources to take home and get started. Ms Wilkov encourages participants to make this the year they get published. She says, “Let your life speak, share your story, and get it done.” Ms. Wilkov offers this fun, information-packed, life-changing evening event every other month in New York City and other conferences, organizations and businesses.

**Actors Connection** (April 2007) – “Let Your Life Speak” Publishing Workshop  
For 16 years, Actors Connection has helped thousands of actors achieve their goals through education, networking, and marketing programs. Our mission is to end the "Starving Artist" syndrome and empower actors to have an acting career *AND* be financially successful at the same time!

**Congregation Mt. Sinai** (March – May 2007) – “Prepare, Prosper and Protect” 5-part series of presentations for *The Loved Ones Kit*. Presentations were provided over a two month period for members of the congregation and their guests.

**British Telecom** (January 2007) – *The Loved Ones Kit* presentation for the BT Women’s Network North America via video conference to multiple British Telecom site locations.

**Barnes and Noble – Schaumburg, IL** (November 2006) – Live appearance and book signing to meet Barnes and Noble guests. Publicity announcement appeared in 10 local newspapers with a total circulation of over 41,000.

**Barnes and Noble – Dallas, TX** (November 2006) – Live appearance and book signing to meet Barnes and Noble guests.

**British Telecom – New York** (October 2006) – *Dating Your Money* presentation for the BT Women’s Network North America.

**New Life Expo – New York** (October 2006) – *Dating Your Money* presentation for the attendees of the New Life Expo show in New York City.

**Anthony Robbins New York Power Team** (October 2006) – “Let Your Life Speak” Publishing Workshop for the members and guests of the Anthony Robbins Power Team in New York City. During the presentation, Jennifer revealed the secrets of how to complete a book “From Thought to Sales in 90 Days™”. Of particular note, Jennifer was the last speaker of the night, beginning after 9pm and enthusiastically engaged the audience. Everyone left the evening with high energy and gave terrific reviews!

**Inner Circle Appearance with Mark Victor Hansen & Robert G. Allen** (June 2006) - Appearance to address the private audience of best selling authors Mark Victor Hansen, co-author of the *Chicken Soup for the Soul*® series, and Robert G. Allen, author of *Multiple Streams of Income, Creating Wealth* and *Nothing Down*, to talk about publishing and the secrets of how to complete a book "From Thought to Sales in 90 Days™".

**American Society of Journalists and Authors Writers Conference** (April 29 - 30, 2006) - Panelist, TRACK: PUBLISH AND PROSPER (Panel #24) Fiscal Fitness for the 1099 Set: Financial Wizards Take the Mystery Out of Money Management -- How to lower your taxes, deal with erratic cash flow, and plan for retirement. Moderator: Sondra Forsyth, ASJA; currently contributing editor at Ladies' Home Journal; formerly executive editor at Ladies' Home Journal, features editor at Cosmopolitan, articles editor at Brides'; author most recently of "Forget the Facelift" with Doris J. Day, M.D.; bylines in CosmoGIRL!, Dance Magazine, Family Circle, Good Housekeeping, Gourmet, Redbook, Town & Country, others

#### **Book Interviews**

*You're Invited* (May 2007) - The first book to examine and discuss the Personal Growth industry featuring 25 of the top leaders in Personal Growth including Jack Canfield, Robert G. Allen, T. Harv Eker, Les Brown, and more as well as over 40 consumers. Ms. Wilkov is featured as a leader in the Personal Growth industry for her best selling book series, *Dating Your Money*.

She also served as the project consultant and book consultant for this e-book project where she guided the author through every facet of the project including the book concept, interview organization and processes, content management, video scripting and direction, and all marketing efforts. This entire project was completed in 77 days and launched May 29, 2007.

*Cracking the Millionaire Code* (Harmony Books, 2005) - Ms. Wilkov was a member of the Inner Circle group who worked closely with the best selling co-authors, Mark Victor Hansen & Robert G. Allen, to refine and expand the concepts of this best selling book.

###

## CINDY KATZ

Cindy Katz is the CEO and founder of Plant a Tree USA™. Her mission is to plant 18 billion trees and educate millions, creating a healthy Mother Earth with a passion. As a part of her mission at Plant a Tree USA™, Cindy developed a specific program for authors and publishers called the Authors Save World™ program to promote tree plantings and raise awareness in the publishing industry. [www.PlantATreeUSA.com](http://www.PlantATreeUSA.com); [www.AuthorsSaveWorld.com](http://www.AuthorsSaveWorld.com)

### Radio Interviews

**“Everyday Giving” Radio Program guest with Roger B. Carr** - Everyday Giving is a company dedicated to the philosophy that everyone can be a philanthropist by simply doing little things everyday. The purpose of Everyday Giving is to inspire others to give back and make a difference in the world. We have a goal of creating one million new philanthropists whose purpose is to create a better world every day. Roger Carr is the founder of Everyday Giving. He is a writer and speaker on the subject of making a difference. Thousands of people have read his articles. Many readers have responded that they are now giving back in new ways due to the encouragement Roger has provided.

### Guest Speaking and Live Appearances

**Association of Networking Professionals** - Ms. Katz is a frequent speaker and member of the Association of Networking Professionals group in Southern New Jersey.

**Chamber of Commerce - Cherry Hill, NJ (March 2007)** - Appearance to discuss increasing business revenues through being environmentally responsible, planting trees, and informing clients and the business community of their green business operations.

**Enlightened Millionaire Institute Appearance (June 2006)** - Appearance to prepare authors for Book Expo America and presentation about the Author Save World™ program.

**Inner Circle Appearance with Mark Victor Hansen & Robert G. Allen (March 2006)** - Appearance to address the private audience of best selling co-authors Mark Victor Hansen & Robert G. Allen of *The One-Minute Millionaire* and *Cracking the Millionaire Code* to talk about her successful for-profit philanthropic organization, Plant a Tree USA™, and how to embrace our personal responsibility to the planet through your business and the values of being green.

**Cracking the Millionaire Code Appearance with Mark Victor Hansen & Robert G. Allen & Clinton Swaine** (September 2005) - Appearance to address the private audience of best selling authors Mark Victor Hansen, co-author of the *Chicken Soup for the Soul*® series, and Robert G. Allen, author of *Multiple Streams of Income, Creating Wealth* and *Nothing Down*, to talk about charitable for-profit ventures and organizations using her company, Plant a Tree USA™, as an illustration of a successful for-profit philanthropic organization.

## Book Interviews

*Ideal Aging* (May 2007) - The book examines and discusses seven strategies for keeping your brain fit. Ms. Katz is featured as the youngest professional interviewed for the book which also features Art Linkletter where the discussion focuses on enhancing your physical health and making these changes last.

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

###

As the Green Guide Girls™, Cindy Katz and Jennifer S. Wilkov live in the classroom of life and raise their hands to ask their famous simple question, "How do we make THAT green?"™ Together, they consolidate the information and insights they find from the Collective Wisdom in every industry and provide *ESP Tips*™--Environmentally Sound Principles---and *PAT Tips*™--Please Act Today action steps---throughout each book to make it easy for anyone to make anything "green". [www.GreenGuideGirls.com](http://www.GreenGuideGirls.com)

E.S.P. Press Corp. creates winning strategies for authors based on their core strengths, expertise and execution style to evolve thoughts into books and books into thriving businesses. E.S.P. Press Corp. is the home of the From Thought to Sales in 90 Days™ process, where we believe everyone can be an author and live their dreams at their own speed. We help authors achieve their goals of being published and producing their books with an understanding of the environmental options available. All one has to do is begin it!

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

---

For additional information or to arrange an interview with The Green Guide Girls™, please contact:

**E.S.P. Press Corp.**

Debbi Whiting - 718-797-7600 x12 [DBWhiting@aol.com](mailto:DBWhiting@aol.com)

Jennifer S. Wilkov - 718-797-7600 x11 [jennifer@getmyesp.com](mailto:jennifer@getmyesp.com)

**Publication Data:**

*The Green Guide Girls: Guide to Book Publishing*

**Publisher:** E.S.P. Press Corp.

**Authors:** Cindy Katz & Jennifer S. Wilkov

**Publication Date:** June 1, 2007

**ISBN:** 0-9777347-6-5 \* Paperback; 5 1/4 X 7 1/4