

MEDIA HANDOUT FOR CERTIFIED COACHES

By Katherine Woodward Thomas, M.A. MFT

I am happy to share the stage with all of you by empowering you to speak to the press on behalf of the *Calling in "The One"* brand. Please feel free to use your interviews to promote both the *Calling in "The One"* book (Three Rivers Press, 2004, over 200,000 copies sold) and your own growing coaching practice.

However, in empowering you to speak on behalf of the brand, we want to make sure to create brand cohesion in how we define the work. Therefore, I ask that you stick to the following answers when interviewed by the media. Feel free to use your own words, yet stay within the guidelines as it relates to delivering the *Calling in "The One"* message.

Please also make sure to listen in full to the training audio before speaking to anyone from the press.

- 1. How is *Calling in "The One"* different than other approaches to finding love? (Name the problem we are solving and claim the solution! What is the core conviction behind *Calling in "The One"*?)**

For example:

Most approaches to finding love focus on overcoming the external obstacles to love... the differences between women and men, or how to communicate in ways that make us appear desirable, or that teach us about the stages of dating, etc. These are all great!

Yet because of that, so most people make the mistake of looking outside of themselves to try to understand why they don't have the love they long for in life, and then they come to false conclusions...

"all the good ones are taken," "I must be too old (fat, skinny, short, tall, etc.) to find love, "there are no good women out there" and the one we've all said to ourselves at one time or another, "I just haven't met the right person" -- all the while secretly wondering if perhaps we ourselves are somehow not the right person.

Yet rather than look for the external problems, *Calling in "The One"* looks to discover and remove the unconscious internal obstacles to love... those deep beliefs and self-sabotaging patterns that are

keeping love at bay, even though you may really want to be in a committed relationship. It reveals the covert and subtle ways that we are working against ourselves unknowingly.

Calling in “The One” helps us to identify and release these inner barriers to love and helps us become magnetic to the right person.

2. What is the problem that *Calling in “The One”* is the answer to?

(If possible, use *numbers and facts make the problem real.*)

For example:

- For the first time since the government began tracking the data, there are more single adults than married ones in America.
- Never before have we been so picky in choosing a mate. Our grandmother’s criteria for a partner was basically, “Does he have a job?” but now we want so much more – a soulmate and equal who is emotionally intelligent, financially healthy, intellectually stimulating, sexually compatible and spiritually aligned. That’s a tall order. And conscious relationships require a certain degree of self-awareness, self-responsibility and healthy relationship skills. *Calling in “The One”* supports us to excel at all three.
- Most of us have had the experience of thinking we’ve found “The One” only to then end up duplicating the worst parts of our childhood with that person. He turns out to be an alcoholic just like your dad. She turns out to be a narcissist just like your mom. How can we create happiness and health in love if our childhood was messed up? *Calling in “The One”* helps us complete the past so that we are liberated to “call in” the best relationship possible for us in this lifetime.

It’s good to have sources as well. For example:

- According to Washington Post, there are now more singles in America than married people.

According to Andrew Cherlin, author of *The Marriage-Go-Round*, Americans have one of the highest marriage rates in the world, proving that we still believe in love!

3. What other solutions to the problem have people tried and how have they failed to truly solve the problem? (*Zig zag between the problem and the many ways we've collectively tried to solve it until the ONLY SOLUTION LEFT IS Calling in "The One".*)

Most of us have tried hard to meet the right one.

For years, I myself couldn't figure out what was wrong with me? Why were other women finding love but not me? I was attractive, smart, accomplished, I was a very loving person.

I went to therapy to try to figure myself out. What was I doing wrong?

I tried online dating, going to singles events, I even hired a match maker once. Nothing worked. I met nice people but no one I felt really connected to.

I kept going to weddings but was always the bridesmaid and never the bride.

By the time I was in my late 30s, I thought it was never going to happen for me.

That's when I heard Katherine speak about Calling in "The One." And the thing that she said that really captured me was, "How has your love life been happening *thru* you rather than just *to* you"?

That really resonated for me.

Because I felt so powerless... like it was just happening to me against my will. And no matter how hard I tried to meet someone, it just never happened. I started to wonder if maybe it was my fate to be all alone in life.

But once I asked a series of questions that are included in the Calling in "The One" program, suddenly it became so clear how I myself was causing the experience of chronic aloneness I was having. I'd never really seen it before.

And once I was able to make the unconscious conscious, well... that was when everything changed. Because I finally could make the choice to be more available. And I finally knew that I was good enough and began showing up consistent with that truth and everything changed.

And I've heard similar stories now over and over again about how the Calling in "The One" process magically transformed sometimes life-long disappointing patterns in love in a very short period of time.

By the time you are done, you want to make sure that Calling in "The One" is the only way to solve this problem.

- 4. Use stories to tease the power of the Calling in "The One" process.** *(Tell your success story --yours or a client of yours. Use specific examples that demonstrate how much the CITO process really works).*

YOUR STORY:

Today, I am _____
 But it wasn't always this way.
 I used to be _____
 I tried _____ but that didn't work.
 It wasn't until I discovered Calling in "The One" that I was able to turn my love life around.
 Can I tell you more?

YOUR CLIENT'S STORY:

Today my client is _____
 But it wasn't always that way.
 She used to be _____
 She tried _____ but that didn't work.
 It wasn't until she came to me and I introduced her to Calling in "The One" that she was able to turn her love life around.
 Can I tell you more?

- 5. Why should people listen to YOU?** *(What makes you credible in this area? What makes you a worthy Guru?)*

Presence your background professionally in a way that positions you as an expert – you are a certified CITO coach, mentored by Katherine. Presence any other professional credential that is relevant such as LCSW, MFT, Ph.D., healer, etc.

(What moves you about doing this work? What makes you a worthy Witness to the suffering of others?)

Presence your background personally in a way that qualifies you to speak on this topic – you've had years and years of unsuccessful relationships (let me feel your pain!!) You had a bad divorce, your own parents had a toxic marriage, you

are over 40 and had no prospects in sight for a great husband, etc. Tell us why you are passionate about doing this work... why it is important to you!

7. What is *Calling in "The One"*? (*People want to understand what it is. Must define it clearly on both a philosophical and a practical level.*)

For example:

Philosophical:

We human beings are designed to want to love and be loved. It's our nature. *Calling in "The One"* helps us to create an unprecedented experience of deep happiness and wellbeing in love, no matter how disappointing your past experiences have been.

Practical:

My mentor, Katherine Woodward Thomas designed the *7 Step Calling in "The One"* process to identify and release your inner barriers to love and become magnetic to love. It has worked for hundreds of thousands of people and it particularly works for those who believe themselves to be the least likely to find love.

The private one on one coaching program that I offer is 9 weeks long but we begin with just one introductory session to make sure that it's a fit for you. I work with people over Skype, on the phone or in person.

OR

The *Calling in "The One"* group I'm starting with be co-ed and meet every Thursday evening for 9 weeks starting on January 9th in downtown Cleveland. To find out more about it and to see if it's right for you, you can call me at xxx-xxx-xxxx.

8. What myths are you busting?

Name the myth:

Most people believe that _____

- Love should just happen to them organically and they shouldn't have to make any effort...
- If they just find the right person, then the relationship will just magically work out.....
- If you have a messed up childhood then you are destined to have a messed up love life once you're an adult....

The truth is that _____ (point to CITO teaching points):

- It takes a lot of skill to create health and happiness in love and you don't have to wait until you meet the right person.. you can prepare yourself for that relationship now while you are single
- You can meet the right person and if you are not ready to create a loving relationship, then you can easily mess it up
- Your past does not determine your future in love... what you are standing to create is what will determine your future in love....

9. Be Clear About What You Are Selling (*You want to promote the book. Yet you also want people to take an additional action.....book a session or a series of sessions with you.*)

Be clear about what you want the listener to do. Do you want them to come for a free session? Book you for a coaching package? Do you want them to join your CITO group?

Make sure to have a CLEAR ACTION that you want people to take as a result of your interview. And give them a clear instruction on what to do next, and make sure you only tell them to do one thing!

10. Tell Success Stories!! (*Demonstrate that the program works. The book is full of stories that you can use. But it's better to share from personal experience if you can. Having two or three stories up your sleeve that are really dramatic and potent are great.)*

Make sure each story has a different point so that you can choose which one to tell that is most appropriate to your audience.

For example, a story about a single woman who had a bad breakup she couldn't get over that was robbing her of finding love.... A story

about a gay man who only met men who wanted open relationships or couldn't commita story about a disabled woman who didn't believe anyone would ever want her because of her disability.

What problem did they have?

What did they try before meeting you that did not work?

What specifically about the CITO process helped them?

What was the outcome/payoff? (MAKE IT GOOD AND MAKE SURE IT'S AN OUTCOME THAT THE LISTENERS THEMSELVES WANT).

11. Offer Tips

Give people 3 things that they can do to get started on their own Calling in "The One" process.

For example:

Ask yourself, "How might I be the source of this experience? How might this be happening through me rather than just to me?" Then notice the kinds of questions you are asking yourself... is it shame based? As in, "What's wrong with me that I can't keep a relationship?" Or is it empowering like, "How can I show up with others in a way that drops the seduction games invites more authentic connection?"

Make a bold intention for love! One that will pull you out of your comfort zone to begin showing up in ways that are consistent with that future fulfilled.

Look around your home! Is it a welcoming place for your beloved to be to put his or her things? If not, go home and make space for your new love and place some key objects in your home to remind you of the future you are committed to creating such as a toothbrush or a bottle of champagne you will drink together.

Give people content! Be generous! What are the core principles and practices of CITO that you can share.

12. Create Memorable Hooks

Create Sound bites

"How it is happening through you, and not just to you." – if you use this, credit Katherine by saying, "As my mentor, Katherine Woodward Thomas reminds us to ask ourselves....".

Tie-in to the News!

What celebrity couple is getting married and how can you use them as an example to demonstrate what you are saying?

Ask provocative questions:

Anyone who has ever been single longer than they want to be knows how lonely it can be. How can you be sure that these lonely nights are over for good?

13. Provide Suggested Interview Questions

When someone invites you into an interview, make sure to send them 5-10 suggested questions that will lead you to having a great interview! Be sure to include a question or two for the cynics.

For example:

Can you tell us what *Calling in “The One”* is?

And what inspired you to become a *Calling in “The One”* Coach?

What are some of the benefits of working with a *Calling in “The One”* Coach while reading the book? Isn't the book enough?

What would you say to someone who feels hopeless about ever finding love?

(Be prepared! Write out the answer to your questions in advance so you are never caught off guard.)

14. Provide a Press Release *(Can put a press release on your website in a dedicated press section – include your photo and articles written about dating, relationships and Calling in “The One” and featuring interviews you’ve given in the past.)*

Please always state that you are a certified Calling in “The One” Coach, credit Katherine Woodward Thomas publicly as the creator of the program and as your personal mentor.