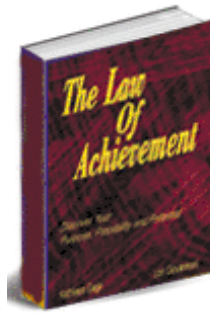


FACT SHEET



The Law of Achievement

Discover Your Purpose, Possibility and Potential
by Kathleen Gage and Lori Giovannoni

The Law of Achievement is the latest release by award-winning speakers, authors and business advisors Lori Giovannoni and Kathleen Gage.

The Law of Achievement offers a rare look into what it really means to discover your purpose, possibility and potential. Gage and Giovannoni dare to reveal uncommon and rarely explored philosophies in this unique book. Having been driven by the traditional measurements of success, Kathleen and Lori have discovered the counter-intuitive laws of achievement that had been brewing in their consciousness for years.

The catalyst for writing this book was a life changing experience for both authors that forever shifted their perception of success.

Both Gage and Giovannoni have been sharing these philosophies for decades at conferences and conventions throughout the world. Now you can enjoy the same insights that have been thrilling audiences for years.

The Law of Achievement appeals to all walks of life, expanding the concept of achievement beyond the common self-help and standard business book to a personal journey of growth and success. With a relaxed style and gentle approach, the authors offer a way to success that allows for nurturance and safety in the process.

The Law of Achievement offers the burned out and over-burdened reader the opportunity to be lit up and ready to engage in life once again.

176 pages, 5"x 7" Trade Paperback

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CONDENSED OVERVIEW

Achievement is nothing new to authors Kathleen Gage and Lori Giovannoni. With dozens of business and leadership awards between the two of them, Gage and Giovannoni were often driven by traditional measurements of success.

The catalyst for writing this book was a life changing experience for both authors that forever shifted their perception of success. Kathleen and Lori have discovered and reveal the counter-intuitive laws of achievement that had been brewing in their consciousness for years.

The Law of Achievement offers a rare look into what it really means to discover your purpose, possibility and potential. Gage and Giovannoni dare to reveal uncommon and rarely explored philosophies in this unique book that appeals to all walks of life.

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OVERVIEW

Kathleen Gage and Lori Giovannoni's New Book is Born Out of Life Changing Experience

At 6:19 pm on September 2, 2005, the world stopped for Lori Giovannoni and Kathleen Gage. Troy Roper Jr., Lori's husband and Kathleen's dear friend, was in a severe motorcycle accident. The pursuit of business, joint ventures and material concerns came to a screaming halt.

For 102 days their lives revolved around the shock trauma unit, surgery, intensive care, doctors, nurses and an endless stream of visitors and well wishers.

There was no word or concern about business issues. Priorities were rearranged and the world had shifted on its axis. When the crisis subsided it was evident all had changed. Troy's accident reminded all who know him to live in today, cherishing each moment.

It was out of this experience, Kathleen and Lori's newest book, The Law of Achievement was born. The Law of Achievement offers a rare look into what it really means to discover your purpose, possibility and potential. Kathleen and Lori dare to reveal uncommon and rarely explored philosophies in this unique book.

Having been driven by the traditional measurements of success, Kathleen and Lori have discovered the counter-intuitive laws of achievement that had been brewing in their consciousness for years. It was through their shift in perception the realization that all the awards, recognitions and accolades held little meaning in the overall picture of life.

The Laws of Achievement appeals to all walks of life, expanding the concept of achievement beyond the common self-help and standard business book to a personal journey of growth and success.

The book due for release in May, 2006 will officially launch via a major online marketing campaign on May 2nd as well as to all Executive Women International (EWI) Chapters worldwide. Additionally, the book is designed to raise funds for and awareness of EWI's Reading Rally program with a portion of each book sale being donated by the authors to the program.

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OVERVIEW (CON'T)

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Executive Women International (EWI) is the leading connection for business professionals. EWI was established in 1938 to provide businesswomen from diverse industries a forum for promoting their firms, enhancing their personal and professional development and engaging in community activities. Today, EWI has 75 chapters and 3,000 members across the United States, Canada, and Europe who remain committed to bringing value to its firms, to benefiting the careers of its representatives and to providing service to EWI communities.

Since 1992, EWI has been committed to promoting literacy through annual Reading Rallies hosted by EWI Chapters throughout the organization.

EWI's signature event, conducted with community groups, schools, and national associations, promotes reading to children. EWI chapters host a variety of programs that range from community read-ins and book donations to major events involving celebrities, story characters, and the creation of reading rooms. More than 700 EWI volunteers work with approximately 20,000 children at schools, crisis centers, hospitals, and community organizations during Reading Rally events each year.

To interview either/both authors contact Kathleen Gage at 541.654.0426 or kathleen@kathleengage.com

ABOUT KATHLEEN GAGE

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Kathleen Gage

Described by many as one of the most inspirational speakers alive, Kathleen Gage, known as the "Street Smarts" speaker, teaches others how to use instinct, wit, creativity, and spirit to achieve their fullest potential.

Although Kathleen is recognized as a top leader in her field, this wasn't always the case. Kathleen made choices in her teens and early twenties that took her from a comfortable middle-class upbringing to a life of homelessness and being unemployable.

Kathleen Gage rose above seemingly insurmountable odds to become an award winning business owner, author, sales and marketing trainer, and keynote speaker.

Living for extended periods of time on the West Bank of Israel and Mexico, overcoming a bout with paralysis at a young age and living through the great quake of 1985 in Mexico City, Kathleen has a unique understanding of the delicate balance of life.

The recipient of numerous awards for outstanding achievement, Kathleen was recognized in 2004 by the governor of her state as one of their top business owners. She has also been honored with the communication and leadership award by Toastmasters International and was twice recognized as Member of the Year by the National Speakers Association Utah Chapter.

Kathleen has dedicated herself to assisting others in unleashing possibilities to create a life rich in spirit, passion, prosperity, self-assurance, and success; all the rewards of living a life of achievement.

OTHER RESOURCES BY KATHLEEN GAGE

BOOKS

- ◆ 101 Ways to Get Your Foot in the Door
- ◆ Message of Hope, Inspirational Thoughts for Uncertain Times
- ◆ Workplace Miracles, Inspiring Stories and Thoughts of Possibility

MULTI MEDIA PROGRAMS/EPRODUCTS

- ◆ Street Smarts Marketing & Promotions; Success Strategies for Marketing a Small Business on a Limited Budget
- ◆ Street Smarts Making Money on the Internet
- ◆ Keys to Creating Profitable Events
- ◆ 101 No Cost & Low Cost Ways to Market a Product, Service or Business

AUDIO TAPES AND CDs

- ◆ Living Life With Serenity
- ◆ Confidence and Credibility Through High Self Esteem
- ◆ The Power Within Us
- ◆ The Softer Side of Success

ARTICLES

Kathleen Gage has hundreds of articles published in magazines, trade journals, newsletters, Ezines and Internet article directories.

ABOUT LORI GIOVANNONI



Lori Giovannoni

As a nationally recognized speaker and author, Lori Giovannoni has shared the platform with other authors, entrepreneurs and leaders throughout the world. During her career, Lori has had the opportunity to address over 250,000 people in 47 states, Canada and Puerto Rico.

Before becoming a full-time author and speaker, Lori was Legislative Director for the California Chamber of Commerce and Executive Director of the California Association of Chamber of Commerce Executives.

A highly accomplished business owner, Lori was recognized as the Athena Recipient in 2000, Business Woman of the Year (2001 - 2002) in the state of Utah, and the one of the 30 Women to Watch in 2005 by Salt Lake Business Magazine.

In the year 2000, Lori was diagnosed with breast cancer and now joins the ranks of cancer survivors. She has been a tireless advocate for raising awareness and funds for breast cancer research.

Lori is the Chief Operating Officer for the Western Institute of Spirituality and Healing in Medicine (SHIM). SHIM is an international organization dedicated to raising awareness of the power of spirituality in the medical profession.

Lori has the unique ability to teach insight and wisdom in a way few others possess. She is viewed as a visionary within the speaking field and has a keen ability to assist others to be the best they can be.

Lori is a highly sought after speaker for corporate trainings and at conferences throughout the nation.

Her message is clear - *Kindness is the greatest gift we can give others.*

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OTHER RESOURCES BY LORI GIOVANNONI

BOOKS

- ◆ Success Redefined, Notes to a Working Woman
- ◆ 101 Ways to Get Your Foot in the Door
- ◆ Workplace Miracles, Inspiring Stories and Thoughts of Possibility

MULTI MEDIA PROGRAMS

- ◆ Presentations for Profit
- ◆ Professional Presentation Skills
- ◆ Earn More Than Ever Before

AUDIO TAPES AND CDs

- ◆ Leadership Skills
 - ◆ Staying Marketable in an Ever Changing Economy
 - ◆ High Achievement Behavior
 - ◆ The Softer Side of Success
-

FREQUENTLY ASKED QUESTIONS

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1. Why did you choose the topic of achievement?

Having both achieved multiple levels of professional success; we wanted to share with others what achievement meant to us. Between the two of us we have received dozens of awards for leadership and business success. We definitely felt qualified to write on the topic. Although we knew someday we would write a book on achievement we were continually sidetracked with never-ending professional endeavors.

Having co-authored other books together, we went from thinking about writing the book to being guided to write the book through one event that changed the course of many lives. It is through this event our belief that the only point of power is in the now was reinforced like never before and the book was born.

2. What was the catalyst for writing the book?

At 6:19 pm on September 2, 2005, the world stopped for us. Lori's husband was in a severe motorcycle accident. The pursuit of business, joint ventures and material concerns came to a screaming halt.

For 102 days our lives revolved around the shock trauma unit, surgery, intensive care, doctors, nurses and an endless stream of visitors and well wishers.

There was no word or concern about business issues. Priorities were rearranged and the world had shifted on its axis. When the crisis subsided it was evident all had changed. Troy's accident reminded all who know him to live in today, cherishing each moment. It was out of this experience the book came to be.

3. You are doing something very unique with this book. You partnered with the organization Executive Women International (EWI) to launch the book campaign. How did you come to partner with (EWI)?

Having both been active members of EWI for years and having a lot of respect for the purpose of this outstanding organization as well as facilitating EWI's Annual Leadership Conference it made perfect sense to partner with EWI.

4. Give some background on EWI.

Headquartered in Salt Lake City, Utah, Executive Women International has more than 75 Chapters located across the United States, Canada, and Europe. EWI was founded in 1938 to provide businesswomen from diverse industries a forum for promoting their firms, enhancing their personal and professional development and engaging in community activities. Today, with more than 3,000 companies and 3,500 representatives as members EWI is the leading connection for business professionals.

MEDIA QUESTIONS AND ANSWERS

To arrange an interview with the authors contact:

Kathleen Gage
541.654.0426
kathleen@kathleengage.com

or

Lori Giovannoni
801.299.1264
lori@xmission.com

5. You are giving a portion of every book sale to the Reading Rally, one of EWI's signature events. Why did you choose to do this?

Both of us understand the power of the written and spoken word. We have made our living from both for decades. To think of a life without the ability to read is almost beyond our comprehension and yet, we know this is a fact of life for many. We are both believers in giving back to worthwhile programs. Knowing the purpose of the Reading Rally we found donating a portion of book sales to the program to be a great opportunity to go beyond simply writing the book and using it as a means to achieve more than bringing pleasure to our readers.

6. What exactly is the Reading Rally?

Since 1992, EWI has been committed to promoting literacy through annual Reading Rallies hosted by EWI Chapters throughout the organization.

EWI's signature event, conducted with community groups, schools, and national associations, promotes reading to children. EWI chapters host a variety of programs that range from community read-ins and book donations to major events involving celebrities, story characters, and the creation of reading rooms. More than 700 EWI volunteers work with approximately 20,000 children at schools, crisis centers, hospitals, and community organizations during Reading Rally events each year.

7. Who would benefit more from the book, men or women?

We believe both men and women will benefit from the book. However, we know that due to the gentle writing style and a highly concentrated market of professional women, more women will read the book than men. We believe this book will allow for a deep level of appreciation for one's purpose through a new understanding of achievement for both men and women.

8. How do you suggest people use this book?

The Law of Achievement is written in such a way that the reader can turn to any page of the book and find something relevant. The book is perfect as a gift book. It can also be used as an excellent resource during staff meetings.

9. You are both inspirational speakers. Do you speak on the topic of achievement?

We speak on a number of topics with achievement being one of the most requested, especially for women's conferences. Kathleen's other primary topics are leadership and sales and marketing. Lori's other primary topics are presentation skills, leadership and sales.
