

Networker News

KEEPING YOU CONNECTED

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LOOK Who's WHO in Calgary

EXCLUSIVE
interview with
Kathleen Mailer

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LOOK Who's WHO in Calgary

Interview with Kathleen D. Mailer by Kimberley Langford



Kathleen, you have transformed yourself many times over and recreated your image and your life which indicates that you are definitely not afraid to step out of the box. What does recreating your image mean to you as a woman and business person?

KM: I think we are forever a work in progress. We all grow and change (*laughs*) hopefully for the better. I think recreating your image or 're-inventing yourself' can be as simple as a new hair style. For me, though, it goes much deeper than that. Understanding that your path in life will take turns and yes, come to the proverbial 'fork in the road', means that you must be flexible enough to change directions and have enough courage to take on new responsibilities and business challenges.

As a woman, I feel I have an advantage, I am made for change. As a business person, my life never becomes boring. It is always fruitful and something new just around the corner.

You love to take people's creative ideas that they have hidden away inside of themselves and with your own sense of compassion and gifted abilities, help these people open up and actually put their dreams into action. We've seen some of them profiled on TV and in the media. Many of them are well respected authors and public speakers. What does this do for you?

KM: This gives me great satisfaction! I have come to a point in my own career right now where I don't have to worry so much about the financial responsibilities. This just comes once you set your business up right. But watching them grow and dream is the most exciting way to start the day.

One of my authors, Bernadine Drake, was profiled on the front page of the Calgary Herald last week. She had a full page article written up on her and she really truly deserves the attention! She is one of the most caring individuals I have met and because she is ready to make changes and learn-she gets results.

You now are launching your new book next year called: How to Write & Publish Your Own Book: From Conception to Book Store in 90 Days! FOR CANADIANS! Why did you take this from previous very successful 3 hour workshops and make it into a book format?

KM: Good question. I have many people questioning me on that because obviously I can make way more money selling my three hour workshops. (*She laughs and her eyes light up*). But the fact of the matter is, many people could not afford my personalized fee. (*Very serious and heart-felt*). I have had to become very selective on how I use my time so that I can help more people grow. This is much more affordable and it can reach across the nation to be available when my students are ready. They don't have to wait for me to set a date.

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Who's WHO (continued)

How much does your book cost compared to the three-hour workshop?

KM: It is only \$29- three hours of course is much more personal - that is \$129 plus tax.

ONLY \$29? Are you kidding? What information do you cover in this book?

KM: Tons actually... the great part of a book is that you can cram a ton more into it than you can if you teach it personally. It has the steps you need to take to self-publish. It also has tips on cover design. It tells the gory details of exactly how much it will cost you to self-publish. It will also give you some great marketing ideas. I cover a few techniques on the actual writing process – creative designs and more!

Do you have pre-launch purchases where people can get a copy of your book BEFORE it goes public? Something that they can give as a present for Christmas to their 'would be' writer friend?

KM: YES! We have a wonderful book gift certificate that outlines the cover design and the content of the book. Perfect for gift giving. When we unveil the book they will be sent a copy ASAP! even BEFORE the bookstores will be carrying it! It is priced right for Christmas at only \$29 (plus tax of course). We will pay for the shipping and handling. PLUS a PRE-PURCHASE BONUS: Buy a copy today and when it comes time for shipping, we will also send an Audio Workshop on CD & Workbook called: *Use The Holidays to Market Your Book: Book Marketing 1 Year in Advance* by Kathleen D. Mailer (Reg. Price \$79.00)

If someone would like to order, they can contact our office at 230-5946 ext 2 and ask for their Pre-Launch Christmas Gift Certificate. OR - They can contact us at getbooked@shaw.ca

I know you have a lot of really cool irons in the fire for next year. Can you give us a sneak preview as to what that may be?

KM: (She looks mischievous with a grin like a Cheshire Cat). All I can say is, because I am sworn

to secrecy, that Canadians should be watching for some really BIG news to break free from the doors of The Opulence Academy. You will want to be a part of this venture or know someone who will want to be a part. THAT I can guarantee!

Speaking about Canada...What does 'being a Canadian' mean to you? What do you envision – as a business woman, author, wife and mother - for Canada's future and what it looks like?

KM: I think the future is fantastic for Canada! We are growing up a crop of amazing business people who are out there making a difference. We have helped hundreds of authors, speakers and coaches get their message out and I think that we will find ourselves giving the USA a run for its money.

As a parent, I find that children are the most amazing individuals. We are in a new era where our future superstars will spread their wings and fly at a much earlier age than any of us ever dreamed of starting our ventures. There's more about that soon... in the next interview maybe? (Kathleen laughs).

Kathleen Mailer is dubbed the Master's Mentor because she is helping those in a leadership role get passionate and get their message out to the world in terms of books, speaking, product development and more.

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