

Satisfied

A 90-Day Spiritual Journey Toward Food Freedom

By Dr. Rhona Epstein

THE BOOK

In *Satisfied*, Dr. Rhona takes readers on an intense 90-day journey toward those first bold steps to liberation from slavery to food cravings. For those simply looking for healthier food behaviors, or those deeply struggling with food addiction and abuse, these 12 weeks of reflections—rooted in the 12 Steps of recovery and based on Dr. Rhona’s personal and professional experiences—combine spiritual guidance with practical encouragement.

THE PLAN

- National Media Campaign
- Extensive Early Influencer Mailings
- Comprehensive Digital Marketing and Pre-sell Campaigns
- January “Satisfied Live!” Online Experience with Dr. Rhona

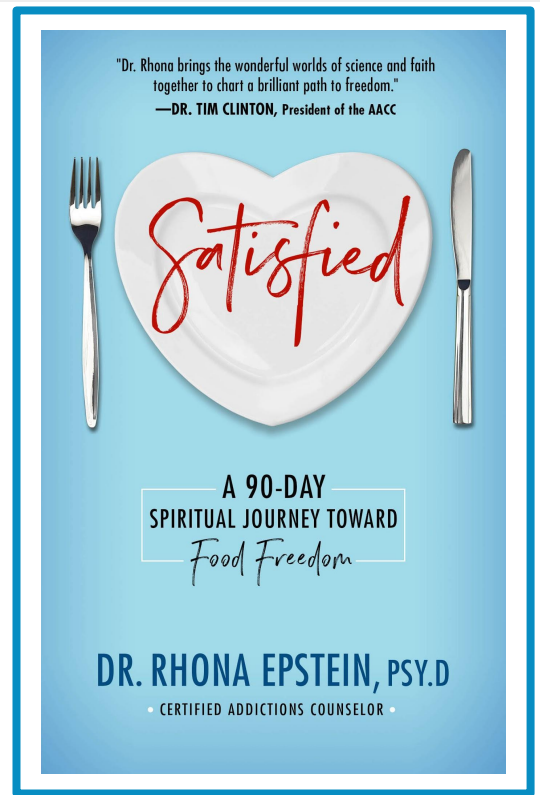
ABOUT THE AUTHOR

Rhona Epstein, Psy.D., C.A.C., is a licensed psychologist, certified addictions counselor, and marriage and family therapist in the Philadelphia area, and the author of *Food Triggers: End Your Cravings, Eat Well, and Live Better*. For more than thirty years, she’s led seminars, conferences, and therapeutic workshops to help people overcome food addiction and its underlying issues.

Dr. Rhona received her doctorate in clinical psychology from Chestnut Hill College and her master’s degree in counseling psychology from Temple University. Fueled by her own experience and recovery from food addiction, she is passionate about addressing the needs of the whole person (mind, body, and spirit). Dr. Rhona lives in the Philadelphia, PA, area; *Satisfied* is her second book.

THE COMPS

978-1617951589	<i>Food Triggers</i>	Dr. Rhona Epstein
978-0802415370	<i>Full: Food, Jesus, and the Battle for Satisfaction</i>	Asheritah Ciuciu
978-0310334705	<i>Made to Crave Devotional</i>	Lysa TerKeurst



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Satisfied

MARKETING HIGHLIGHTS

RELEASE DATE; JANUARY 2, 2018
TRADE PAPER, 224 PGS, ISBN: 9780998325323

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- Targeted faith market broadcast media campaign
 - Emphasis on Social Media outlets to promote *Satisfied*, including a Facebook live launch party on Dr. Rhona's facebook page
 - Social media influencers launch campaign
 - Pre-order campaign through Dr. Rhona's website
 - Promotional and shareable content: images, postcards, Social media posts
 - Multiple speaking engagements and marketing launch at the American Association of Christian Counselors conference—7K+
 - Printed and digital ARC and sampler giveaways
 - Complete development and relaunch of Dr. Rhona branded website
 - 12-week Satisfied Live with Dr. Rhona Facebook Live event

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DEXTERITY
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CONFIRMED MEDIA UPDATE

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Date	Outlet	Reach
12/19	Faith Talk Radio	30,000 +
1/2/18	The Beyond the Food Show Podcast	15,000 +
1/2/18	Radiant Lit	75,000 +
1/3/18	USA Radio Network	500 stations world-wide
1/5/18	Heart of the Matter blog talk radio	130,000 +
1/29/18	Star 99.1FM Cares Radio	25,000 +
1/29/18	WKTO 88.9FM	30,000 +
February 18 issue	Hope for Women Magazine	70,000 +
TBD	Lifeline WDCX Radio	9 million

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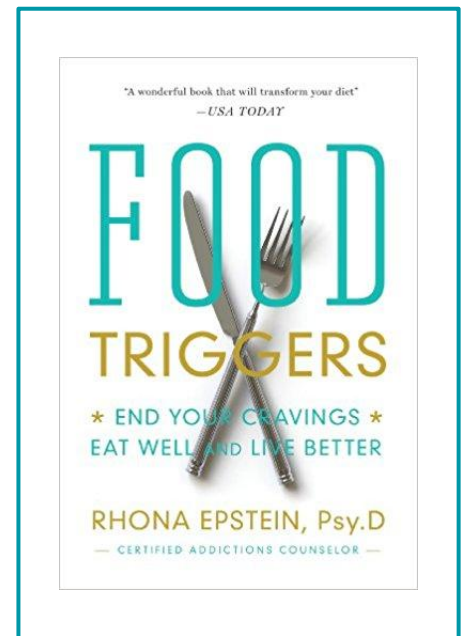
info@dexteritycollective.co



Praise for Dr. Rhona's

Food Triggers

End Your Cravings, Eat Well and Live Better



“Food addiction is real. It’s also discouraging, and the endless diets are exhausting and in most cases, worthless. In *Food Triggers*, Dr. Rhona shares how she won the ‘food fight’ and brings the wonderful worlds of science and faith together to chart a brilliant path to freedom and self-control. What are you waiting for?”

DR. TIM CLINTON, President of the American Association of Christian Counselors



“The big dilemma in conquering food addiction is that you can’t just quit using like an alcoholic or a drug addict. The need to continue to eat exposes us to many triggers that take over our appetites. Add to that the emotional and relational triggers, it is no wonder so few people keep the weight off. Dr. Epstein has the answer to this dilemma. From her own experience, research and the experience of others she provides a way to put your triggers on safety. If you struggle with weight as I have, you will find something new and very helpful in *Food Triggers*.”

STEPHEN ARTERBURN, Author of *Every Man’s Battle*, Founder of New Life Ministries, Women of Faith



“Dr. Rhona has the unique and potent combination of her personal recovery experience as well as professional training to help those still suffering. Her book brings to life what food addiction is, the research that substantiates it, and hope for anyone still suffering. There is a way to freedom!”

KIM DENNIS, MD, CEDS, CEO and Medical Director, Timberline Knolls



“*Food Triggers* offers a new perspective and real answers to those struggling with food addiction. For those who have failed with diet and exercise alone, feeling it was simply a lack of willpower, Rhona Epstein offers hard science and real-life experience to give them new hope.”

JENNIFER CISNEY ELLERS, Christian counselor, life coach, and co-author of *The First 48 Hours: Spiritual Caregivers as First Responders*



“Dr. Rhona is one of the few professionals to speak to the tantamount role of spirituality and faith in sustained recovery. . . . I wholeheartedly recommend *Food Triggers* to anyone struggling with the tyranny of addictive eating or dieting.”

MARTY LERNER, PhD, CEO, Milestones Eating Disorders Program

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