

two | pr



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who we are

Two|pr is best known among media for representation of publishers and authors. Two|pr secures significant traditional and digital media opportunities for our clients, including print, online, television, radio, podcasts and blogs. Two|pr also orchestrates influencer marketing campaigns for our roster. We work closely with our clients' overall strategy to accomplish this goal. Two|pr orchestrates media opportunities and assists in shaping campaign messaging in order to create a cohesive and successful brand, ensuring enhanced visibility for every client we serve.

what sets us apart

- Experts at building and growing brand awareness
- Experienced in both traditional and digital media campaigns
- Specialists in telling a brand/personality story
- Adept at influencer marketing campaigns
- Boutique company feel with substantial faith-based and mainstream media connections

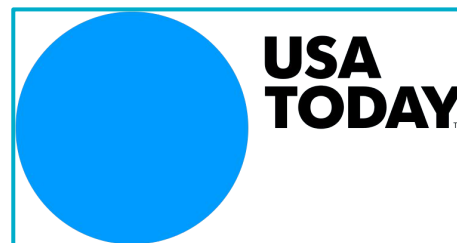
what we offer



experience and reach:

We have booked our clients on . . .





two|pr process for monitoring pr coverage

Day-to-Day Communication

- Hold regular conference calls with all necessary members of the team in order to ensure a consistent story/pitch and plan.
- Daily phone and email communication.
- Forward links of media breaks as they come through.
- Provide consistent updates regarding interview status.
- Continual reporting on all results and pitches to the label, publisher, author, management, etc.

Real Time Reporting

- Provide real-time pitching recaps, including all outlets pitched, responses from media and confirmed press bookings. These reports feature:
 - links to current coverage, press breaks, upcoming coverage and interview schedule
 - cumulative numbers and coverage monitoring

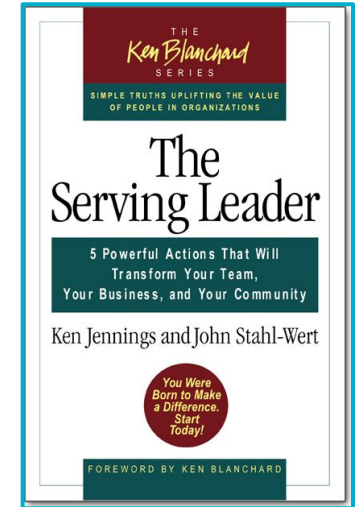
Final Report

- At the end of every campaign, provide full pitch reports to the client, including:
 - a cumulative total of secured media + links if available (print, broadcast, online)
 - an overview of all outlets pitched and coverage secured, with analytical and in-depth reporting of campaign results and overview

examples of our work:

Ken Jennings *The Serving Leader* (Berrett-Koehler Publishers)

Ken Jennings, PhD, is a best-selling author, speaker, consultant in leadership development and goal achievement, and founder of [Third River Partners](#). He advises healthcare companies and integrated delivery systems on mission-critical projects while helping them build leadership skills. The heart of his leadership philosophy is “putting servant leadership to work.” Today, he serves as chairman of Third River Partners and continues to play a key role in conducting industry research and developing new strategies and programs to unite and empower organizations.



Ken Jennings The Serving Leader (Berrett-Koehler Publishers)

Goal: The purpose of this work was to promote Ken Jennings and the relaunch of his best-selling book, *The Serving Leader*, to general-market and faith-based media outlets, as well as to establish awareness for Third River Partners, Ken Jennings, the David Lipscomb University book-launch event, and “The Serving Leader” seminar on Lipscomb’s campus.

Results: Two pr pitched over 350 outlets, scheduled more than 15 interviews and received 208 media pickups for his release announcement regarding the relaunch of *The Serving Leader* and created a segmented media mailing list of over 100 outlets.

Highlights: HuffPost, Boston Globe, Chris Howell Show

Greg Lewis @greg_e_lewis · Jan 13
Join me on February 3, 2016 at The **Serving Leader Summit** to hear Ken Jennings discuss the **-serving leader** movement. lnkd.in/bBRtQMC

Lipscomb University To Bring Best-Selling Author NASHVILLE, Tenn., Jan. 11, 2016 /PRNewswire/ - Contrary to popular belief, the most effective leaders don't...
prnewswire.com

HUFFPOST BUSINESS

Get a Vanguard Target Retirement Fund that's built for you. [Explore funds.](#)

THE BLOG

Why Egos Are Bad for Business, and What to Do About It

Feb 02, 2016 01:02 pm ET | Updated Feb 02, 2016

It's time to ask what are we really investing for? [Start Vanguardly.](#)

FOLLOW HUFFPOST

Ken Jennings Retweeted

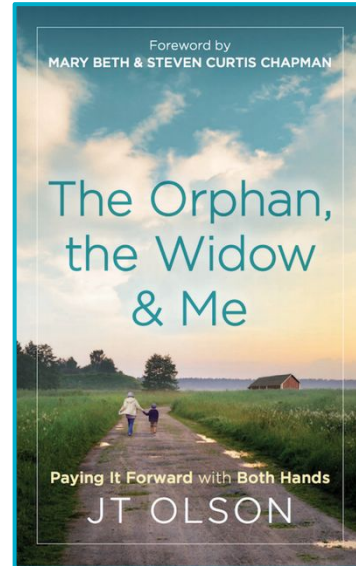
Lipscomb COB @LipscombCOB · Feb 3
@lipscomb College of Business professors enjoying conversation w/ @Third_River Ken Jennings author of *Serving Leader*

JT Olson

The Orphan, The Widow & Me

After being orphaned as a child alongside his four siblings, **JT Olson** went on to start [Both Hands](#)—a faith-based nonprofit serving orphans, widows and adoptive families—in 2008. Olson's personal tragedy has given him an overwhelming understanding of the need to find loving homes for the world's vulnerable children. With over 153 million orphans worldwide and the cost of adoption on the rise, Both Hands' goal is to alleviate the financial burden facing families who are considering this loving option.

JT is a sensational speaker and an avid proponent of adoption, the pro-life movement and orphan care. He has given talks on a wide range of topics, including God's transformation of pain into passion through his journey to Both Hands, sanctity of life advocacy, advice for couples on growing a healthy marriage, encouraging dreamers and entrepreneurs to pursue their calling and coaching leaders on building a strong organizational culture.



JT Olson

The Orphan, The Widow & Me

Goal: The purpose of the campaign was to promote *The Orphan, The Widow & Me* and JT Olson in the Christian and secular literary and media landscape, using both traditional and digital media.

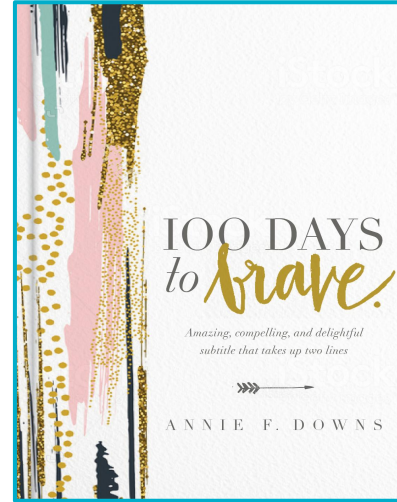
Results: Two|pr created an electronic press kit, pitched more than 400 outlets (contracted for 150 outlets), coordinated with Marty Roe (Diamond Rio) and his manager to schedule interviews, devised original social media posts across multiple platforms, produced a media one-sheet, created a media alert, assisted in media for book tour storytelling events across the country and sent a press release through PRNewswire.

Highlights: Daystar, Good News Magazine, USA Radio, Bill Martinez Live, Jesus Calling Podcast, Family Life Today, Chris Farby Live on Moody Radio, CTN



Annie F. Downs *100 Days to Brave* (Zondervan)

[Annie F. Downs](#) is a best-selling author, blogger, podcaster and speaker based in Nashville, Tennessee. Flawed but funny, she uses her writing to highlight the everyday goodness of a real and present God and loves traveling around the country speaking to young women, college students and adults. In addition to [100 Days to Brave](#), Annie has written 5 other books: [Looking for Lovely](#), [Let's All Be Brave](#), [Perfectly Unique](#), [Speak Love](#) and [Speak Love Revolution](#).



Annie F. Downs

100 Days to Brave

(Zondervan)

Goal: The purpose of this work was to further establish **Annie F. Downs** as an author and thought-leader in the Christian arena as well garner consumer attention for her new devotional, *100 Days to Brave*.

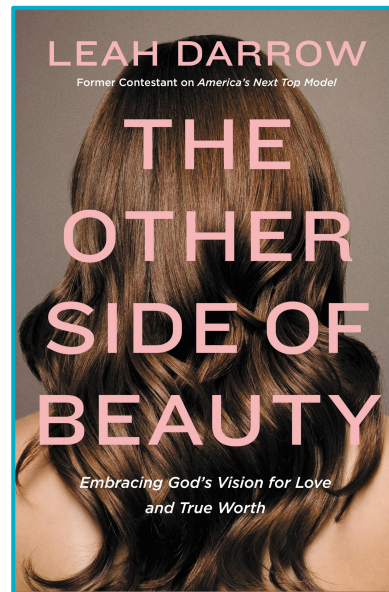
Results: Two|pr promoted the release of *100 Days to Brave* and Annie F. Downs to both faith-based and mainstream media in the US and Canada, crafting an electronic press kit, pitching 350+ contacts, scheduling media interviews (radio, print, online, television) and numerous other efforts.

Highlights: *Chispa! Magazine* (15k circulation), featured guest spot on *New York Times* best-selling author Christy Wright's *Business Boutique* podcast (100k UMV), an in-depth interview with *Jesus Calling* podcast (130k UMV)



Leah Darrow *The Other Side of Beauty* (Thomas Nelson)

[Leah Darrow](#), a former model and contestant on Cycle 3 of *America's Next Top Model*, has a driving passion to inspire women to do something beautiful with their lives. She is an international speaker, writer, host of the [Do Something Beautiful](#) podcast, author of [The Other Side of Beauty](#) and creator of [Lux University](#). The wife of a US Army Green Beret and mom to three kids, she and her family reside in St. Louis, Missouri.



Leah Darrow *The Other Side of Beauty*

Goal: The purpose of this work was to promote Leah Darrow, her book (*The Other Side of Beauty*) and her new program (Lux University) to general-market and faith-based media outlets. Two|pr worked in conjunction with Darrow and HarperCollins Publishers to strategize and execute this promotion.

Results: Two|pr promoted the release of *The Other Side of Beauty*, new author Leah Darrow, and the launch of Lux University to both faith-based and mainstream media in the US and Canada. Publicity efforts included pitching 835+ contacts, developing/placing 2 opinion editorials and 1 excerpt, and scheduling 35 media interviews, resulting in 34 media hits (radio, print, online, television).

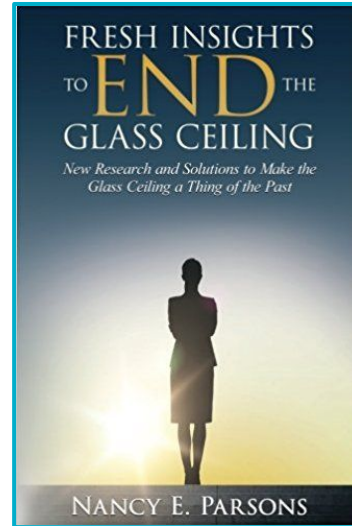
Highlights: *Jesus Calling* Podcast, *Evie* magazine, Relevant Radio, *ParentLife* magazine



Nancy E. Parsons

Fresh Insights to END The Glass Ceiling (Leader Voice Publishers)

Nancy E. Parsons is one of today's foremost experts in combining the science of assessments with the art of developing people. Parsons co-developed the [CDR 3-Dimensional Assessment Suite®](#), which has been used to coach leaders around the globe for nearly two decades. She is president of CDR Assessment Group and specializes in cutting-edge psychological assessments for executive coaching, Authentic Leadership Workshops, team development and succession planning and selection. In addition, Parsons serves on the leadership team of The Alexcel Group, an international consortium of executive-development experts.



Nancy E. Parsons

Fresh Insights to END the Glass Ceiling

Goal: The purpose of this work was to promote Nancy E. Parsons and her debut book, *Fresh Insights to END the Glass Ceiling*, to general-market, business media outlets. Two|pr worked in conjunction with Parsons and the CDR Assessment Group to strategize and successfully execute this campaign.

Results: Two|pr promoted the release of *Fresh Insights to END the Glass Ceiling* to mainstream business media in the United States and Canada. Two|pr's publicity activities included, but were not limited to, crafting an electronic press kit, publishing a press release through PRWeb, creating VIP media invitations for Parsons' speaking engagements, coordinating a Goodreads campaign resulting in 440 entries, curating social media content for Facebook, Twitter and LinkedIn, pitching 480+ contacts, overseeing, pitching and placing five opinion editorials and scheduling 63 media interviews (radio, print, online, television).

Highlights: USA Radio, Tulsa World, Newsmax TV, Tom Barnard Podcast

USA RADIO NETWORKS

BRETT WINTERBLE ON TWITTER | @WinterbleShow | NEWSmaxTV

RICANE MARIA, THE SECOND MAJOR STORM TO HIT THE CARIBBEAN THIS MONTH, CREPT TOWARD T 10:17 PT

SOUTHERN SENSE
CONSERVATIVE TALK

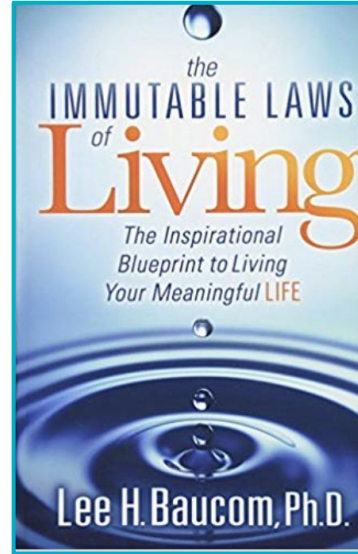
TRAINING INDUSTRY

TULSA WORLD
MEDIA COMPANY

Dr. Lee Baucom

The Immutable Laws of Living (Morgan James Publishing)

[Lee H. Baucom](#), PhD, is a best-selling author, therapist, life coach and self-help speaker based in Louisville, Kentucky. Featured on national media, including NBC's *Dateline* and *Men's Health*, he has spent the past three decades coaching individuals, couples, families and organizations, guiding them to move beyond "survival mode" and on to a thriving path. In addition to [The Immutable Laws of Living](#), which debuted in April of 2018, Dr. Baucom has authored three other nationally recognized books: [How to Save Your Marriage in 3 Simple Steps](#), [Recovering from the Affair](#) and [Thrive Principles](#). He is also the host of the popular podcasts [Save the Marriage](#) and [Thrive Nation](#).



Dr. Lee Baucom *The Immutable Laws of Living* (Morgan James Publishing)

Goal: The purpose of this work was to promote Dr. Lee Baucom and his new book, *The Immutable Laws of Living: The Inspirational Blueprint to Living Your Meaningful Life*. Two|pr worked in conjunction with Baucom and Morgan James Publishing to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *The Immutable Laws of Living* (April 24, 2018) and author Dr. Lee Baucom to both faith-based and mainstream media in the United States and Canada. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, pitching 250+ contacts, developing and placing 3 opinion editorials, and scheduling 21 media interviews (radio, print, online, television).

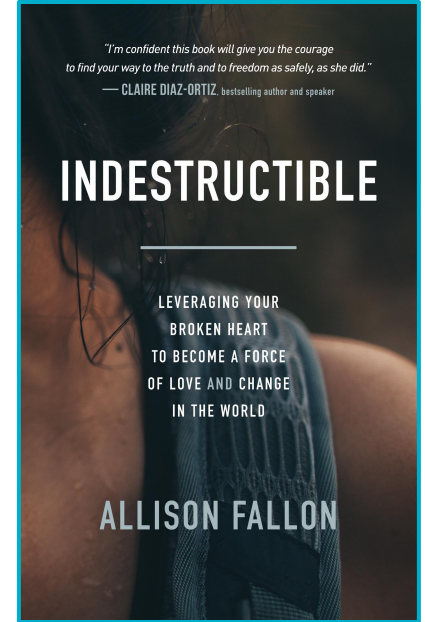
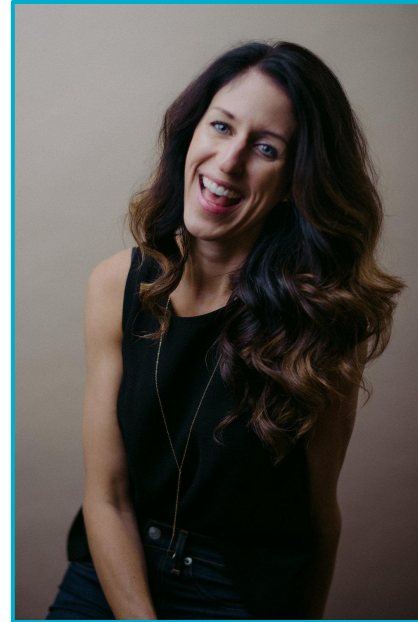
Highlights: CBN, Praise.com, WHAS ABC's Channel 11

The collage features several logos and images:

- WHAS 11 abc** logo with the tagline "ON YOUR SIDE".
- CBN** logo.
- THE TOM BARNARD PODCAST** logo.
- WGSO 990 AM** logo with the tagline "Speakin' Easy! NEW ORLEANS STYLE SINCE 1946".
- IGNITING A NATION** logo with the tagline "BROADCASTING THE WORD".
- A photo of Dr. Lee Baucom and Rabbi Eric Walker on a video call. The text below the photo reads "REVEALING THE TRUTH WND HEADLINES, HEARTLINES, & BIBLICAL TRUTH" and "RABBI ERIC WALKER DR. LEE BAUCOM".
- A photo of Dr. Lee Baucom on a radio show. The text below the photo reads "AUTHOR: 'THE IMMUTABLE LAWS OF LIVING' LEE BAUCOM" and "GDLI WHAS11".
- priority talk** logo with a cross icon.
- BLOG TALK RADIO** logo.
- LILLIAN MCDERMOTT** logo with the website "WWW.LILLIANMCDERMOTT.COM".
- praise.com** logo.
- marriage.com** logo.

Allison Fallon *Indestructible* (Morgan James Publishing)

Allison Fallon is a speaker, coach and author of 10 books including her memoir *Packing Light: Thoughts on Living Life with Less Baggage*. Over the past 10 years, she has not only written prolifically, but has coached hundreds of authors to complete their creative projects through her in-person writing workshops, online courses and one-on-one support. She's been featured on Huffington Post, RELEVANT magazine and Donald Miller's Storyline blog. Allison lives in Nashville, Tennessee.



Allison Fallon *Indestructible* (Morgan James Publishing)

Goal: The purpose of this work was to promote *Indestructible* and its release. Two|pr worked in conjunction with the author and Morgan James Publishing to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *Indestructible* (November 20, 2019) and author Allison Fallon to both faith-based and mainstream media in the United States. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, pitching 41 media contacts, editing and placing 1 opinion editorial as well as 1 excerpt of the book and scheduling 10 media interviews resulting in 17 media hits (radio, podcast, online)

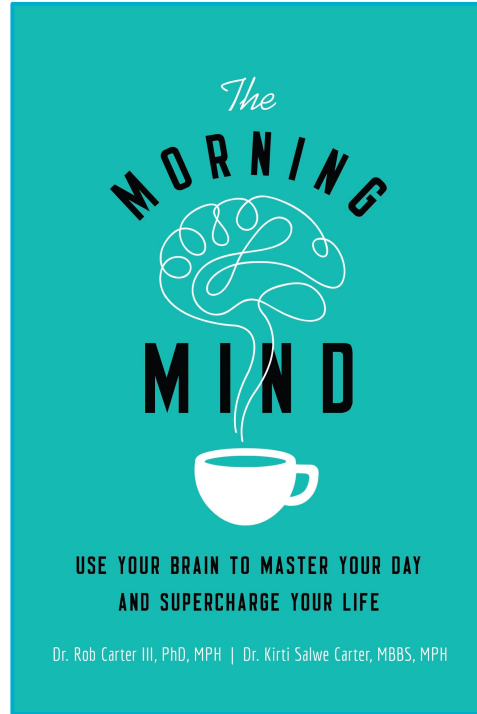
Highlights: Typology Podcast, Forbes Women, Thrive Global exclusive op-ed, Divorce Magazine



Drs. Rob & Kirti Carter *The Morning Mind* (HarperCollins Leadership)

[Dr. Rob Carter III](#), PhD, MPH, is an adjunct professor of emergency medicine at the University of Texas Health Science Center and an expert on human performance. His research has been covered in *The Washington Post*, Fox News, *USA Today* and more.

[Dr. Kirti Salwe Carter](#), MBBS, MPH, received her medical education in India, where she practiced as an intensive-care physician before moving to Texas to complete postgraduate training in public health at the University of North Texas. She has more than 18 years of experience in meditation and breathing techniques and leads popular wellness seminars.



Drs. Rob & Kirti Carter

The Morning Mind

(HarperCollins Leadership)

Goal: The purpose of this work was to promote *The Morning Mind* and its release. Two|pr worked in conjunction with the authors and HarperCollins/HarperCollins Leadership division to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *The Morning Mind* (January 8, 2019) and Drs. Rob & Kirti Carter to media in the United States. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, pitching 250+ media contacts, scheduling media interviews, securing book reviews and placing opinion editorials and excerpts for an accumulated **146 media hits** (radio, podcast, print, online).

Highlights: Mantra Wellness, BestLife, *Fast Company*, Thrive Global, SiriusXM Radio's "Doctor Radio," *San Antonio Magazine*

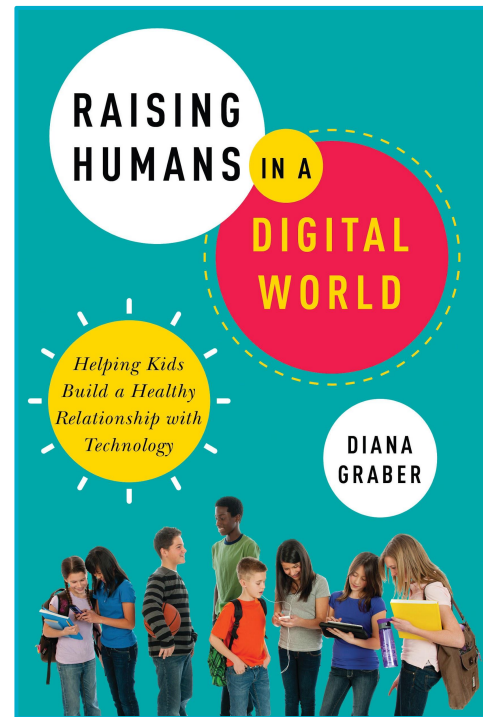
The collage features several media mentions:

- San Antonio Magazine:** Article titled "5 Weird Things That Help You Sleep When You've Exhausted All Of Your Other Bedtime Resources".
- BestLife:** Article titled "8 Tips to Getting a Good Night's Sleep".
- Mantra Wellness:** Two wellness roadmaps with various tips like "It's never too late to love bigger" and "Sleep saves stress bustles".
- Fast Company:** Article titled "Turns out that morning people really are more productive than night owls".
- Podcast:** "Optimal Health Daily" episode #21: Dr. Rob Carter III on Military Sleep Science.

Diana Graber

Raising Humans in a Digital World (HarperCollins Leadership)

Diana Graber, a digital literacy educator and advocate, was honored with the National Association for Media Literacy Education's 2017 Media Literacy Teacher Award. She is the cofounder of Cyberwise, a leading online safety and digital literacy organization, and the founder and creator of Cyber Civics, the popular and innovative middle school digital citizenship and literacy program currently being taught in more than 40 US states, the UK, Canada, New Zealand and Africa. Graber lives with her family in Southern California.



Diana Graber

Raising Humans in a Digital World (HarperCollins Leadership)

Goal: The purpose of this work was to promote *Raising Humans in a Digital World* and its release. Two|pr worked in conjunction with the author and HarperCollins/HarperCollins Leadership division to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *Raising Humans in a Digital World* (January 15, 2019) and author Diana Graber to media in the United States. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, pitching 239 media contacts, scheduling media interviews, securing book reviews, placing opinion editorials and excerpts and securing events calendar listings for an accumulated 125 media hits (radio, podcast, print, online).

Highlights: Outside magazine, Deseret News, Your Teen magazine

Deseret News Opinion

OPTIMAL LIVING DAILY

For Every MOM

UP JOURNEY BOOK LISTS GIF

Creative Cloud for teams Good design is good business. Save 25% on our complete set of creative apps and services.

21 Education Experts, Authors, and Blogs to Follow in 2019

THE TOM BARNARD PODCAST

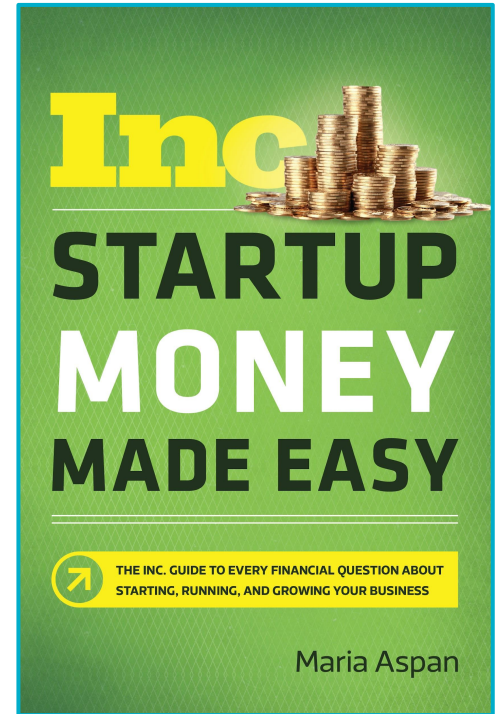
There Are Still Reasons to Limit Your Kids' Screen Time

City South MAGAZINE

JAN 15 Author DIANA GRABER at City of Lakes Waldorf School

Maria Aspan Startup Money Made Easy (HarperCollins Leadership)

[Maria Aspan](#) is an award-winning magazine writer and business journalist. As a senior writer at *Fortune*, she writes features and analysis about finance, gender, and the intersection of policy and business. She is the former editor-at-large at [Inc. magazine](#), where she covered money, startups, technology, finance and gender. She has also covered business and finance for the *New York Times*, [Thomson Reuters](#), and [American Banker](#). At the latter, she served as national editor and covered the 2008 financial crisis and its aftermath.



Maria Aspan *Startup Money Made Easy* (HarperCollins Leadership)

Goal: The purpose of this work was to promote *Startup Money Made Easy* and its release. Two|pr worked in conjunction with the author and HarperCollins/HarperCollins Leadership division to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *Startup Money Made Easy* (February 12, 2019) and author Maria Aspan to media in the United States, Canada and Australia. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, pitching 212 media contacts, scheduling media interviews, securing book reviews, placing the title on book roundup lists and placing 2 opinion editorials.

Highlights: *USA Today* (print & online), *So Money* with Farnoosh Torabi, Thrive Global, *Inc.*

MARIA ASPAN
JOURNALIST + AUTHOR
Inc. STARTUP MONEY MADE EASY

Starting a Business, Cardi B, and the Problem with Afterpay (with Inc.'s Maria Aspan)

FINANCIAL GROWUP
WITH Bobbi Rebell CFP®

SO MONEY
with Farnoosh Torabi

MARIA ASPAN
STARTUP MONEY MADE EASY

YOUR PARTNER IN SUCCESS RADIO
WITH HOST DENISE GRIFFITTS
#StartUpMoney #StartupBusiness

Inc. STARTUP MONEY MADE EASY
THE #1 SMALL BUSINESS FINANCIAL GROWTH ADVICE
STARTUP, FINANCE, AND GROWTH RESEARCH

Maria Aspan

BIG SUCCESS biggsuccess.com/tag/startup

THE NATIVE INFLUENCE
via theNativeSociety

USA TODAY

Forbes

SP The Steve Pomeranz Show

**Anthony Griffith, Dr. Brigitte Travis-Griffin,
Mark Caro**

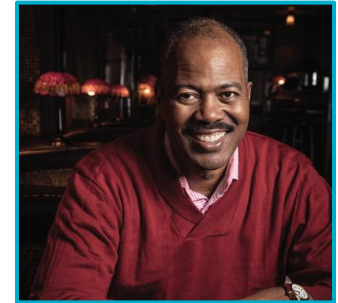
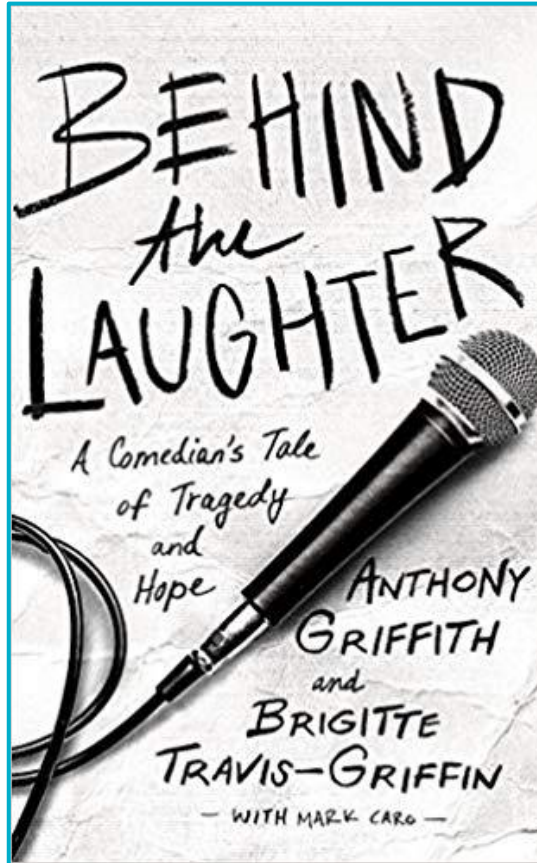
Behind the Laughter

(HarperCollins Publishers - Thomas Nelson)

Anthony Griffith has been a successful stand-up comedian for more than 30 years. He has been featured in specials for [Comedy Central](#), HBO and Showtime and on *The Arsenio Hall Show*. Also an actor, Griffith has appeared in several movies, including *Panther*, *Tales from the Hood* and *Charlie's Angels: Full Throttle*, and received a Daytime Emmy for his performance in the TV movie *Our Father*.

Dr. Brigitte Travis-Griffin is a clinical psychologist specializing in a concierge delivery system of therapy for entertainment and creative professionals. Brigitte received her PsyD from Alliant International University, Los Angeles, and her BS from UCLA.

Mark Caro is coauthor of *Behind the Laughter: A Comedian's Tale of Tragedy and Hope* and author of [The Foie Gras Wars](#), winner of the Great Lakes Book Award for general nonfiction and two Gourmand World Cookbook Awards. He also cowrote (with musician Steve Dawson) [Take It To the Bridge: Unlocking the Great Songs Inside You](#). After more than 25 years of covering film, food, music and murder trials for the *Chicago Tribune*, he currently writes about entertainment and culture for such outlets as the *New York Times* and *Chicago Magazine*. He's also a regular guest host on WGN Radio and created and hosts the popular ["Is It Still Funny?"](#) film series in Chicago.



**Anthony Griffith, Dr. Brigitte Travis-Griffin
& Mark Caro**
Behind the Laughter
(HarperCollins Publishers - Thomas Nelson)

Goal: The purpose of this work was to promote *Behind the Laughter* and its release. Two|pr worked in conjunction with the authors and Thomas Nelson to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *Behind the Laughter* (April 9, 2019), Anthony Griffith, Dr. Brigitte Travis-Griffin and Mark Caro to media in the United States and Canada. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, creating a mailing/media pitch grid of 180+ media contacts, pitching 40+ media contacts, scheduling 16 media interviews and 1 book review for an accumulated 20 media hits (radio, podcast, print, online).

Highlights: *Publishers Weekly*, *Chicago Tribune* feature

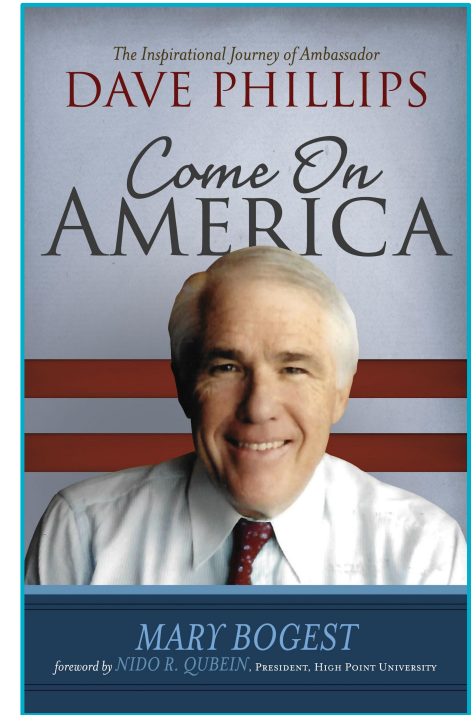
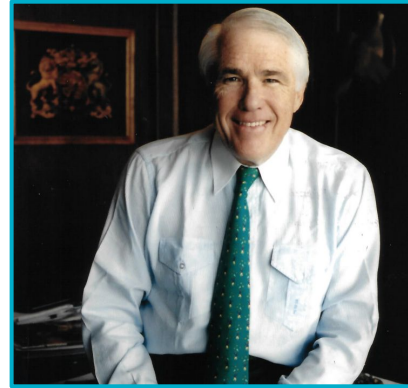


Dave Phillips

Come on, America

(Morgan James Publishing)

Despite facing numerous physical challenges early in life, [S. Davis \(Dave\) Phillips](#) turned those obstacles into opportunities, and he approaches each day with courage and determination. This attitude, along with his business acumen and his concern for others, has led him to many faraway places and allowed him to work with national and international leaders as a former United States ambassador to Estonia, past secretary of commerce for his home state of North Carolina and chairman of the 1999 Special Olympics World Games. He is the recipient of numerous awards, but his most treasured one is the Choate Seal, which was first given to John F. Kennedy. Phillips' strategic investments helped shape the International Furniture Market, which brings 80,000 visitors to High Point, North Carolina twice a year. He has sold three of his companies to companies on the New York Stock Exchange. Today, he lives in North Carolina, where he continues to be an influencer, an admired leader, and a successful businessman.



Dave Phillips Come on, America (Morgan James Publishing)

Goal: The purpose of this work was to promote *Come on, America* and its release. Two|pr worked in conjunction with the authors and Morgan James Publishing. to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *Come on, America* (April 2, 2019) and Dave Phillips/Mary Bogest to mainstream media in the United States. Two|pr's publicity activities included, but were not limited to: designing and developing the *Come On America* book website, launching and populating Facebook and Twitter platforms, crafting an electronic press kit, pitching 255+ media contacts, scheduling 12 media interviews, securing book reviews and sending a tailored press release through PR Newswire for an accumulated 231 media hits (radio, podcast, print, online).

Highlights: The New York Post (print & online), Home Accents Today

UP JOURNEY

hat CHAT THE PODCAST Ambassador Dave Phillips, "extraordinary catalyst" Apr 1st, 2019 by

Midwest Book Review

NEW YORK POST

THE best books of the week By Mackenzie Dawson April 13, 2019 | 1:28pm

WOMEN'S WORK DAVE PHILLIPS *Come On, America*

ASK A NATIVE NEW ANNA SALAZAR *the GREAT PRETENDERS*

Southern Lady Code Helen Hill *SOON THE LIGHT WILL BE PERFECT* DAVE PATTERSON

furniture WORLD

CISION PR Newswire News Products Contact

News in Focus Business & Money Science & Tech Lifestyle & Health Policy & Public Interest People & Culture

Inspirational Biography Of North Carolinian and Former U.S. Ambassador Dave Phillips Showcases An Overcomer Whose Personal Triumphs Against Adversity Offer Lessons Of Hope And Optimism For America

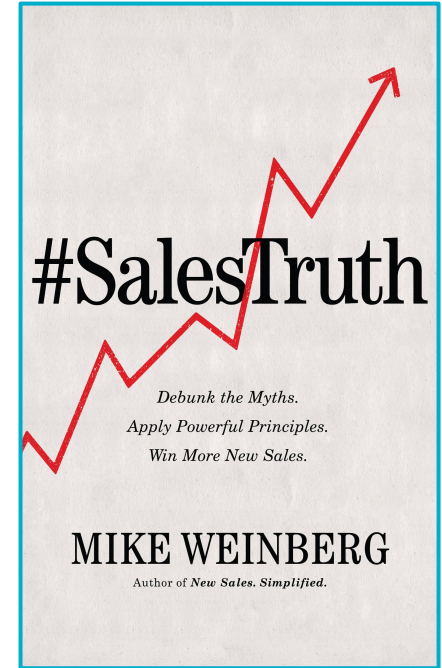
hat HOME ACCENTS TODAY

Mike Weinberg

Sales Truth

(HarperCollins Leadership)

Mike Weinberg was the #1 sales producer in three different companies before launching his consulting practice, and now he is one of the most trusted and relevant sales experts in the world today. Named a Top Sales Influencer by *Forbes*, OpenView Labs and other publications, Mike specializes in new business development and sales management. As a speaker, consultant and best-selling author, he is on a mission to simplify sales and is passionate about helping sales leaders, sales teams and salespeople win more new sales.



Mike Weinberg Sales Truth (HarperCollins Leadership)

Goal: The purpose of this work was to promote *Sales Truth* and its release. Two|pr worked in conjunction with the author and HarperCollins Leadership to strategize and successfully execute this campaign.

Results: Two|pr publicized the book release for *Sales Truth* (June 11, 2019) and author Mike Weinberg to both faith-based and mainstream media in the United States and Canada. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, pitching 195 media contacts, scheduling 24 media interviews and securing 1 book review and 2 excerpts for an accumulated 121 media hits (radio, podcast and online).

Highlights: Bill Martinez Live, HubSpot, Business2Community, The Buyer's Mind with Jeff Shore, Optimal Daily Living



Jess Ekstrom
Chasing the Bright Side
(HarperCollins Publishers -
Thomas Nelson)

[Jess Ekstrom](#) is the founder and CEO of [Headbands of Hope](#), which to date has donated half a million headbands to children's hospitals in 16 countries around the world, including every children's hospital in the United States. She has been featured in major media outlets such as the *Today Show*, *Good Morning America*, *The View*, *Vanity Fair*, *Seventeen* magazine, *Huffington Post* and *Forbes*, and Headbands of Hope has been supported by dozens of celebrities. Jess is also a professional speaker and the founder of [Mic Drop Workshop](#), an online course with the mission of empowering more women to share their message as speakers. She currently is living in an Airstream, traveling America with her husband and their 70-pound poodle, Ollie. Otherwise, they call Raleigh, North Carolina home.



Jess Ekstrom
Chasing the Bright Side
(HarperCollins Publishers –
Thomas Nelson)

Goal: The purpose of this work was to promote the release of *Chasing the Bright Side* to national trade, lifestyle and business media. Two|pr worked in conjunction with Jess Ekstrom and HarperCollins to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Chasing the Bright Side* to national media. Two|pr's publicity activities included but were not limited to: crafting an electronic press kit, pitching 337 contacts, populating local and regional calendars with book signing events, and scheduling interviews for an accumulated 202 media hits.

Highlights: People.com exclusive, Brit + Co., Forbes, Publishers Weekly, Business Insider, Hallmark Home & Family, Cheddar, Inside Edition, Ryan Seacrest's Studios, Thrive Global

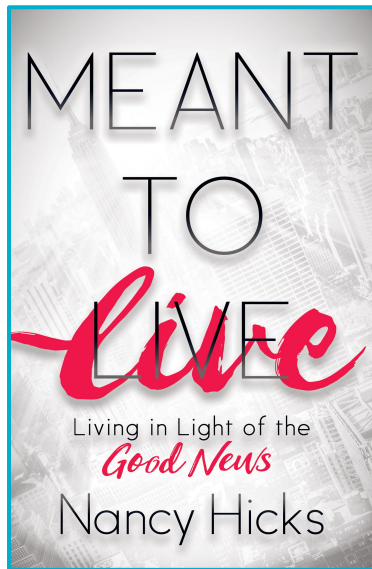


Jess Ekstrom
Chasing the Bright Side
(HarperCollins Publishers - Thomas Nelson)



Nancy Hicks *Meant to Live* (Morgan James Publishing)

[Nancy Hicks](#) has been in communications her entire life. As an on-air spokesperson for QVC, she inspired millions of viewers to embrace beauty and life. After earning her master's in theology from Palmer Seminary of Eastern University, she launched an international speaking ministry, [Nancy Hicks Live](#). Nancy has a passion for Christ and is a herald of His call to Life, having served in various leadership roles within the church since she was 16. She has also taught numerous Bible classes in addition to training ministry leaders. Her life's mission is to raise up women around the globe by igniting and equipping them. You can find her speaking at conferences, on college campuses, at retreats, or via radio, television and social media. She and her husband, Cam, have been married since 1990 and have two flown-the-coop sons, David and Aaron, and one darling daughter-in-law, Rachel. *Meant to Live* is Nancy's first book.



Nancy Hicks *Meant to Live* (Morgan James Publishing)

Goal: The purpose of this work was to promote *Meant to Live* and Nancy Hicks' literary debut. Two|pr worked in conjunction with the Nancy Hicks and Morgan James Publishing to successfully execute this campaign.

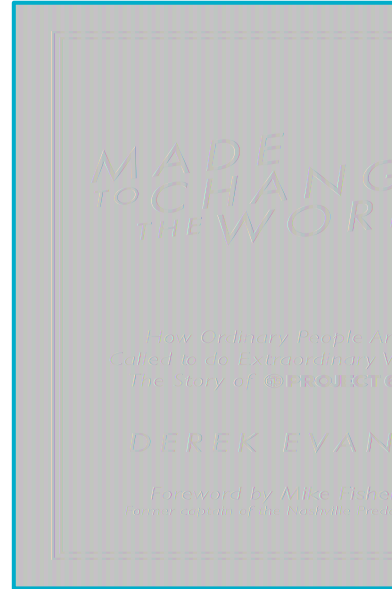
Results: Two|pr publicized the release of *Meant to Live* to faith-based media outlets nationwide. Two|pr's publicity activities included, but were not limited to: crafting an electronic press kit, pitching 250 media contacts scheduling 14 media interviews, securing two book reviews, assisting in the creation of a Goodreads Giveaway (with 933 entries), publishing 10 event calendar listings and placing 1 opinion/editorial for an accumulated 133 media hits (radio, podcast, television, print and online) so far.

Highlights: Hallmark Home & Family, *The Christian Post* exclusive op-ed, *Publishers Weekly*, *The Salvationist*, Jesus Calling podcast, She Walks in Truth Podcast and Igniting a Nation



Derek Evans - Project 615 *Made to Change the World* (Post Hill Press)

Derek Evans is the former president and cofounder of [Project 615](#). In 2010, he launched his apparel company to do “work that matters” and utilize that platform to help change the world. Since 2010, Derek, through Project 615, has hired nearly 60 people recovering from homelessness, helped build an orphanage in Uganda and donated more than half a million dollars for various world-changing nonprofit organizations. He and his wife live in Nashville, Tennessee. One hundred percent of his profits from *Made to Change the World* have been donated to [Room In the Inn](#), 501(c)(3).



Derek Evans - Project 615 *Made to Change the World* (Post Hill Press)

Goal: The purpose of this work was to promote *Made to Change the World*, Project 615 and Derek Evans' debut as an author. Two|pr worked in conjunction with Derek and Post Hill Press to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Made to Change the World* to national and local media outlets. Two|pr's publicity activities included but were not limited to: adapting the existing press materials sent by Post Hill Press into a robust press kit, pitching 177 media contacts, scheduling media interviews, securing book reviews and announcements for an accumulated 20 media hits (radio, TV, podcast, print, online) and counting.

Highlights: Ramsey Solutions' *The Ken Coleman Show*, Nashville Lifestyles, WTVF's *Talk of the Town*, WSMV's *Today in Nashville*, KSBJ's *Sunday Night Live!* with Kim Weir, *The Nashville Guide*, Thrive Global



Derek Evans - Project 615
Made to Change the World
(Post Hill Press)

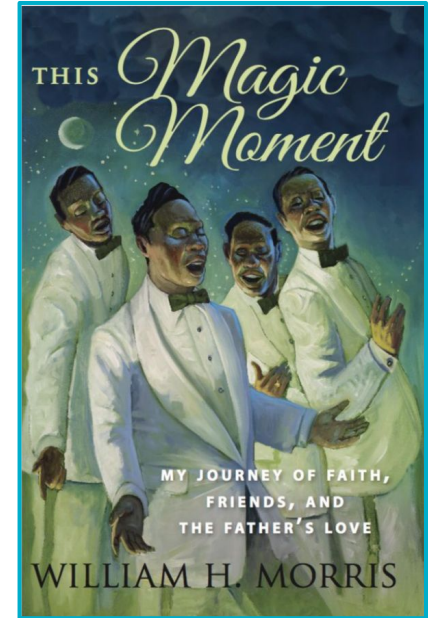


William Morris

This Magic Moment

(Fitting Words Publishers)

William H. (Bill) Morris, a lifelong resident of Jackson, Mississippi, is the founder and president of [The William Morris Group](#), an industry-leading insurance consulting and marketing firm. Because of his love for the R&B music of his youth, his ability to sincerely connect with people, and what he credits as divine leading, Morris developed deep friendships with members of two Rock and Roll Hall of Fame groups of the doo wop era, the [Moonglows](#) and [The Original Drifters](#), which he shares in his newest book, *This Magic Moment: My Journey of Faith, Friends, and the Father's Love*. As president of [Hallelujah Productions](#), Morris had the privilege of producing The Original Drifters' first two gospel CDs. He has also published a coffee-table book, *Ole Miss at Oxford: A Part of Our Heart and Soul*. Morris and his wife, Camille, have been married for 47 years and have two grown daughters and five grandchildren.



William Morris

This Magic Moment

(Fitting Words Publishers)

Goal: The purpose of this work was to promote *This Magic Moment* and William Morris. Two|pr worked in conjunction with the author and Fitting Words Publishers to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *This Magic Moment* to national faith-based and mainstream media outlets. Two|pr's publicity activities included, but were not limited to: crafting two tailored press kits, pitching 222 media contacts including during producer meetings in New York City, scheduling media 12 interviews, securing book reviews and announcements for an accumulated 19 media hits (radio, podcast, print, online).

Highlights: Authority Magazine, The Christian Post, Midwest Book Review, Igniting a Nation and Good News Gospel - Kiss 104/1 FM

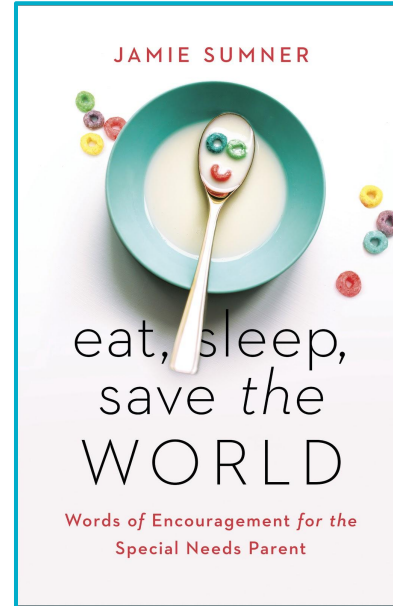


Jamie Sumner

Eat, Sleep, Save the World (B&H Publishing)

Jamie Sumner is the author of the new book [*Eat, Sleep, Save the World*](#), a book geared towards parents of children with disabilities. Sumner's book brings a mixture of humor, honesty, and hope to a community that needs to hear that they are more than capable to raise their special children. *Eat, Sleep, Save the World* is a celebration of life, a high-five to parents, and a peace offering for when you just can't take anymore. It's everything the parent of a special needs child needs to not just survive but to thrive.

Jamie is also a columnist for The New York Times, the Washington Post, Literary Mama, Motherly, and many other outlets and her work has been featured in international media outlets such as Good Morning America, POPSUGAR, Target and many others.



Jamie Sumner

Eat, Sleep, Save the World

(B&H Publishing)

Goal: The purpose of this work was to promote the release of *Eat, Sleep, Save the World* to national, local and Christian media. Two|pr worked in conjunction with Jamie Sumner and B&H Publishing to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Eat, Sleep, Save the World* to national, local and Christian media outlets. Two|pr's publicity activities included but were not limited to: pitching 193 media contacts, scheduling media interviews, securing book reviews and announcements for an accumulated 133 media hits (radio, TV, podcast, print, online) and counting.

Highlights: The Washington Post, WTVF's Talk of the Town, Nashville Parent Magazine, American Family Radio, MOPS International and Ryan Seacrest Studios



Daniel Im

You Are What You Do (B&H Publishing)

Daniel Im is a speaker and leader who has traveled to cities around the globe including New York, Vancouver, Los Angeles, Sydney, and Seoul to teach, consult, and coach. His podcasts have been downloaded over 3 million times and more than 73,000 people follow him on Twitter for his wisdom and insight.

He has written three paradigm shifting books including his latest, [*You Are What You Do*](#). In this book, he discusses the new world we live in, where anxiety and depression result from hustle, success, and the “American Dream.” While on the surface many of these changes such as the side hustle and gig economy look like the next best thing, there's a complex web of lies holding it all together. He has an M.A. in Global Leadership and is a Gallup Certified Strengths Performance Coach.



Daniel Im
You Are What You Do
(B&H Publishing)

Goal: The purpose of this work was to promote the release of *You Are What You Do* to national, local and Christian media. Two|pr worked in conjunction with Daniel and B&H Publishing to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *You Are What You Do* to national, local and Christian media outlets. Two|pr's publicity activities included but were not limited to: pitching 142 media contacts, scheduling media interviews, securing book reviews and announcements for an accumulated 142 media hits (radio, TV, podcast, print, online) and counting.

Highlights: Entrepreneur, RELEVANT, Facts & Trends, Crosswalk.com, Thrive Global and Charisma

RELEVANT



crosswalk.com

Entrepreneur

FACTS & TRENDS

Art Rainer *Find More Money* (B&H Publishing)

Art Rainer is the Vice President for Institutional Advancement at Southeastern Baptist Theological Seminary. He holds a Doctor of Business Administration from Nova Southeastern University and an MBA from the University of Kentucky. He writes widely about issues related to finance, wealth and generosity, and is the author of *The Money Challenge: 30 Days of Discovering God's Design for You and Your Money*, *The Marriage Challenge: A Finance Guide for Married Couples*, and his latest book, *Find More Money: Increase Your Income to Tackle Debt, Save Wisely, and Live Generously*. Art lives in Wake Forest, North Carolina with his wife, Sarah, and their three children.



Art Rainer *Find More Money* (B&H Publishing)

Goal: The purpose of this work was to promote the release of *Find More Money* to national and Christian media. Two|pr worked in conjunction with Art Rainer and B&H Publishing to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Find More Money* to national and Christian media outlets. Two|pr's publicity activities included but were not limited to: pitching 209 media contacts, scheduling media interviews and announcements for an accumulated 140 media hits (radio, podcast, and online) and counting.

Highlights: Entrepreneur, Crosswalk.com, His and Her Money Show, The Gospel Coalition, and KSBJ's Sunday Night Live

 HIS & HER
MONEY

TGC

crosswalk.com

Entrepreneur

Sunday
Night
Live!

CONTEMPORARY CHRISTIAN MUSIC
89.3KSBJ
God Intense.™

Lori Allen

Say Yes to What's Next (Thomas Nelson)

Lori Allen opened Bridals by Lori just two weeks after graduating from the all-female Columbia College in South Carolina. Four decades later, she is one of the world's foremost experts on bridal couture and the central figure of TLC's reality show *Say Yes to the Dress: Atlanta*, filmed onsite at Allen's bridal salon and shown in more than 120 countries. Her multidimensional platform as a bridal couture expert, successful female business entrepreneur, TV personality, and breast cancer survivor has made her a sought-after speaker and top-tier media voice for outlets like CNN, ABC's Good Morning America, NBC's Today, and the Wall Street Journal. She resides in Atlanta with her husband, Eddie, not far from her daughter and her husband, son and his wife, and three grandchildren.



Lori Allen
Say Yes to What's Next
(Thomas Nelson)

Goal: The purpose of this work was to promote the release of *Say Yes to What's Next* to national, local and Christian media. Two|pr worked in conjunction with Lori Allen and Thomas Nelson to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Say Yes to What's Next* to national, local and Christian media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching 305 media contacts, scheduling media interviews, securing book reviews and announcements for an accumulated 76 media hits (radio, TV, podcast, print, online) and counting.

Highlights: Fox & Friends, The Doctors, Good Housekeeping, USA Today, BRIDES, Publisher's Weekly, For the Love with Jen Hatmaker and Hallmark Home & Family



Gracie Dix

Welcome to Superhero School Toast Industries

Graceanne “Gracie” Dix is a high schooler and author of *Journey to Superhero School*, *An Oliver and Jess Prequel to the Vork Chronicles* and *Welcome to Superhero School*, Book One of the *Vork Chronicles* (April 28, 2020, Toast Industries). She has been writing since she could hold a pencil. When Gracie isn't writing, she can be found singing, creating art, in the theatre, volunteering, or playing tennis. She loves travel and is a loyal friend. Gracie lives in Dallas, Texas with her parents, Richard and Jennifer, her brother, Nate, whenever he is home from college, and her beloved dogs, Snowball and Sandcastle “Sandy.”



Gracie Dix

Welcome to Superhero School

Toast Industries

Goal: The purpose of this work was to promote the release of *Welcome to Superhero School* to national and local media. Two|pr worked in conjunction with Gracie Dix and her team to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Welcome to Superhero School* to national and local media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, organizing and executing a strategy day, pitching 185 media contacts, scheduling media interviews and securing book reviews for an accumulated 183 media hits (radio, podcast, print, television and online) and counting.

Highlights: The Dallas Morning News, Good Morning Texas, ADDitude.com, Story Monsters and Suburban Parent



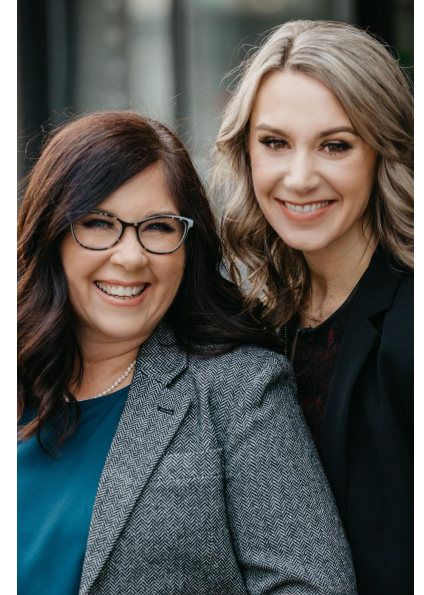
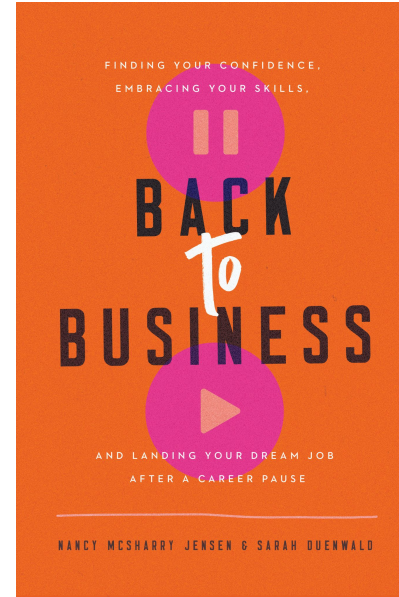
Nancy McSharry and Sarah Duenwald

Back to Business

(Harper Collins)

Nancy McSharry Jensen is CEO and Co-Founder of The Swing Shift. She's built her career establishing new and emerging businesses, including at International Data Corporation where she opened businesses on both coasts, and at Microsoft where she launched operating systems, server and early SaaS products, including SharePoint's market introduction. She served as account director at Sterling Communications, and was featured in *Forbes*, *The Huffington Post*, at Seattle's infamous F-Bomb Breakfast Club and at the Female Founders Alliance Champion Awards. Nancy believes that women shouldn't be penalized for taking care of their families and is committed to getting women into the workforce on their own terms and seeing 100% pay parity achieved.

Sarah Duenwald's career over the last 15 years has focused on revenue growth operations in the technology consulting industry, including at ADP, where she managed a team of business development representatives, and as a senior manager for a Gaming Technology Consulting company. Throughout her career, she has won multiple President's Clubs sales awards and accolades for revenue achievement and client growth. After the birth of her second child, Sarah took a brief career pause, and then, as fate would have it, met Nancy. They co-founded The Swing Shift shortly after to pursue their passion for helping women in career transition. Today she heads up Operations, Programming and Partner Relationships and believes it's imperative to change the perception of the modern workplace and works every day to empower women to take control of their careers.



Nancy McSharry and Sarah Duenwald *Back to Business* (Harper Collins)

Goal: The purpose of this work was to promote the release of *Back to Business* to media. Two|pr worked in conjunction with Harper Collins to strategize and successfully execute this campaign.

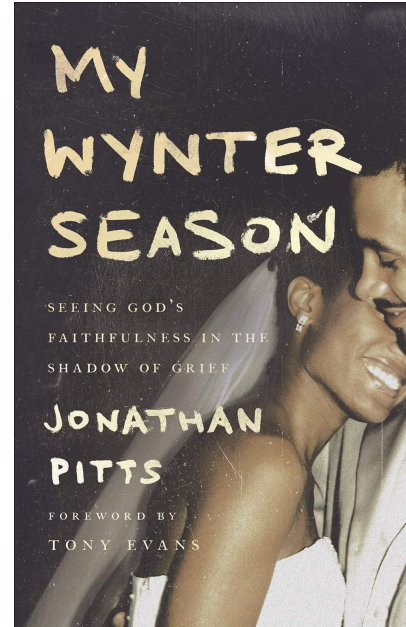
Results: Two|pr publicized *Back to Business* to mainstream media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching media contacts and scheduling media interviews for an accumulated 26 media hits (radio, podcast, and online) and counting.

Highlights: US News & World Report, Motherly, Yahoo



Jonathan Pitts My Wynter Season (Harvest House)

Jonathan Pitts is an author, speaker, and executive pastor at Church of the City in Franklin, TN. Prior to pastoring, Jonathan was executive director at The Urban Alternative, the national ministry of Dr. Tony Evans in Dallas, Texas. Jonathan and his wife, Wynter, co-wrote [*Emptied: Experiencing the Fullness of a Poured-Out Marriage*](#) and [*She Is Yours: Trusting God as You Raise the Girl He Gave You*](#) before her untimely death. Jonathan serves as president of the ministry he and Wynter founded together, called [*For Girls Like You*](#). It's a nonprofit organization featuring a magazine and resources for girls that grew out of Wynter's desire to empower and equip their own daughters to be who God has created them to be and to provide parents with the resources and support needed to raise strong Christ followers. Jonathan has been featured on the [*Jesus Calling Podcast*](#), [*The 700 Club*](#), in [*Christian Parenting*](#), on the [*FamilyLife Podcast Network*](#) and in many other outlets. Jonathan lives in Franklin, Tennessee with his four daughters, Alena, Kaitlyn, Camryn, and Olivia.

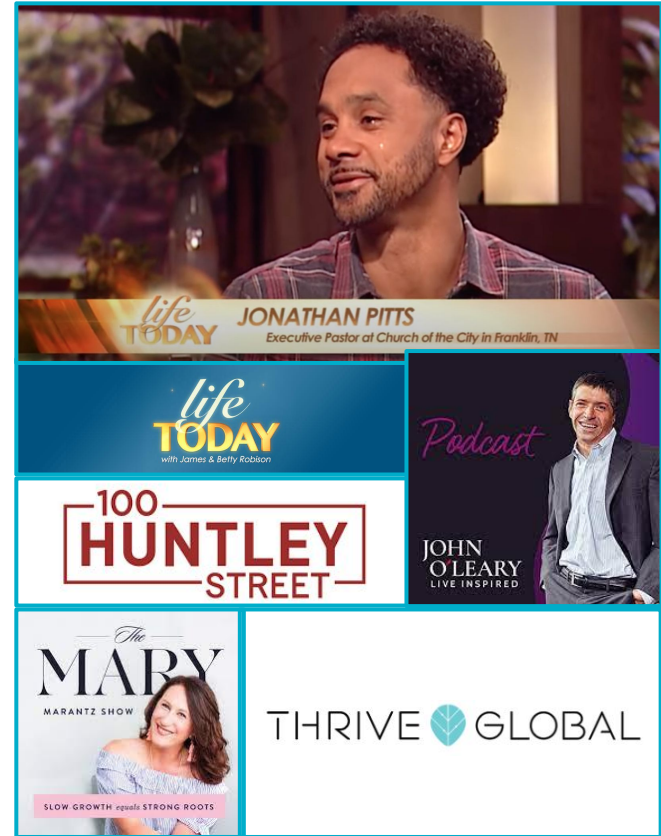


Jonathan Pitts My Wynter Season (Harvest House)

Goal: The purpose of this work was to promote the release of *My Wynter Season: Seeing God's Faithfulness in the Shadow of Grief* to media. Two|pr worked in conjunction with Harvest House to strategize and successfully execute this campaign.

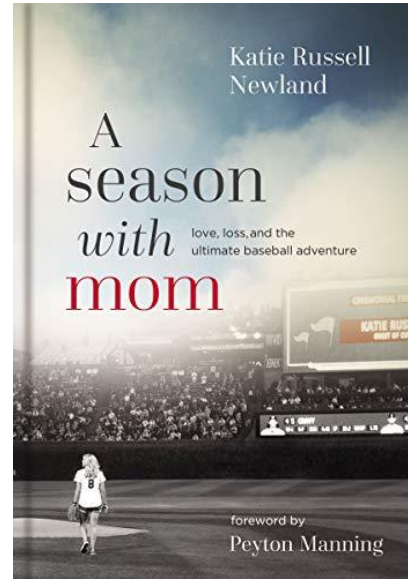
Results: Two|pr publicized *My Wynter Season* to mainstream and Christian media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching over 275 media contacts and scheduling media interviews for an accumulated 12 media hits (radio, podcast, television and online) and counting.

Highlights: Life Today, 100 Huntley, Thrive Global, The Mary Marantz Show, John O'Leary's Live Inspired



Katie Russell Newland *A Season With Mom* (Harper Horizon)

Katie Russell Newland is a writer and sports enthusiast with a PhD in language and literacy from the University of Texas at Austin. A survivor of both Hodgkin's lymphoma and melanoma, she is now in remission and lives with her family in Austin, Texas. When she's not watching sports or her favorite teams play (Chicago Cubs, New Orleans Saints and Texas Longhorns), she can be found at a music festival, hosting a board game night or playing pickleball.



Katie Russell Newland

A Season With Mom (Harper Horizon)

Goal: The purpose of this work was to promote the release of *A Season With Mom* to media. Two|pr worked in conjunction with Harper Horizon to strategize and successfully execute this campaign.

Results: Two|pr publicized *A Season With Mom* to local and national media outlets in the United States. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching media contacts and scheduling media interviews for an accumulated 47 media hits (radio, print, podcast, and online) and counting.

Highlights: Yankees Magazine, Sirius XM, Parade, Variety, Austin Monthly



Todd & Brooke Tilghman *Every Little Win* (Thomas Nelson)

Parents of eight, **Todd and Brooke Tilghman** currently live in Tennessee, having recently moved closer to Nashville for Todd's leap-of-faith to pursue music full time. From 2011 to 2020, Todd Tilghman was the pastor of Cornerstone Church in Meridian, Mississippi. He has the distinction of being the oldest winner, at age forty-two, in *The Voice*'s history. Todd has been singing in church since he was eight years old, and he is currently writing and recording songs for his first album, to be released in 2021. Brooke continues to cheer him on. Keep up with Todd's latest music releases on all streaming platforms. Learn more about Todd and Brooke's new book, [Every Little Win: How Celebrating Small Victories Can Lead to Big Joy](http://www.everylittlewinbook.com), at www.everylittlewinbook.com.

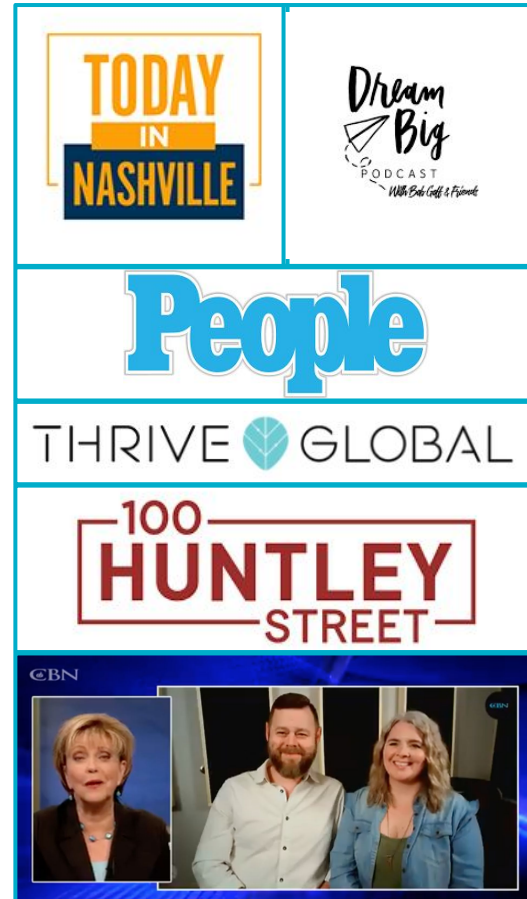


Todd & Brooke Tilghman *Every Little Win* (Thomas Nelson)

Goal: The purpose of this work was to promote the release of *Every Little Win: How Celebrating Small Victories Can Lead To Big Joy* to national, local and Christian media. Two|pr worked in conjunction with Thomas Nelson to strategize and successfully execute this campaign.

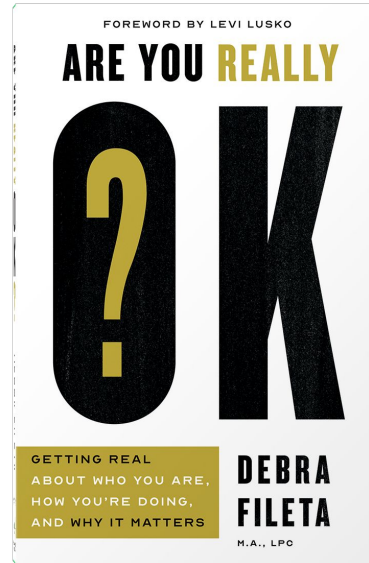
Results: Two|pr publicized *Every Little Win* to local, national and Christian media outlets in the United States. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching 475 media contacts and scheduling media interviews for an accumulated 72 confirmed media hits (TV, radio, podcast, print and online) and counting.

Highlights: People Magazine, 100 Huntley, Today in Nashville, Thrive Global, Dream Big with Bob Goff and Friends



Debra Fileta *Are You Really OK?* (Harvest House Publishing)

Debra Fileta, MA, LPC is a licensed professional counselor, host of the [Love + Relationships](#) podcast and the author of [True Love Dates: Your Indispensable Guide to Finding the Love of Your Life](#) (2018), [Choosing Marriage: Why It Has to Start with We>Me](#) (2018), [Love in Every Season: Understanding the Four Stages of Every Healthy Relationship](#) (2020), and [Are You Really OK?: Getting Real about Who You Are, How You're Doing, and Why It Matters](#) (2021). A passionate speaker, Fileta challenges people to have a psychologically and spiritually healthy approach to relationships. She and her husband, John, have been happily married for more than a decade and have four beautiful children. To learn more about Debra visit www.TrueLoveDates.com.

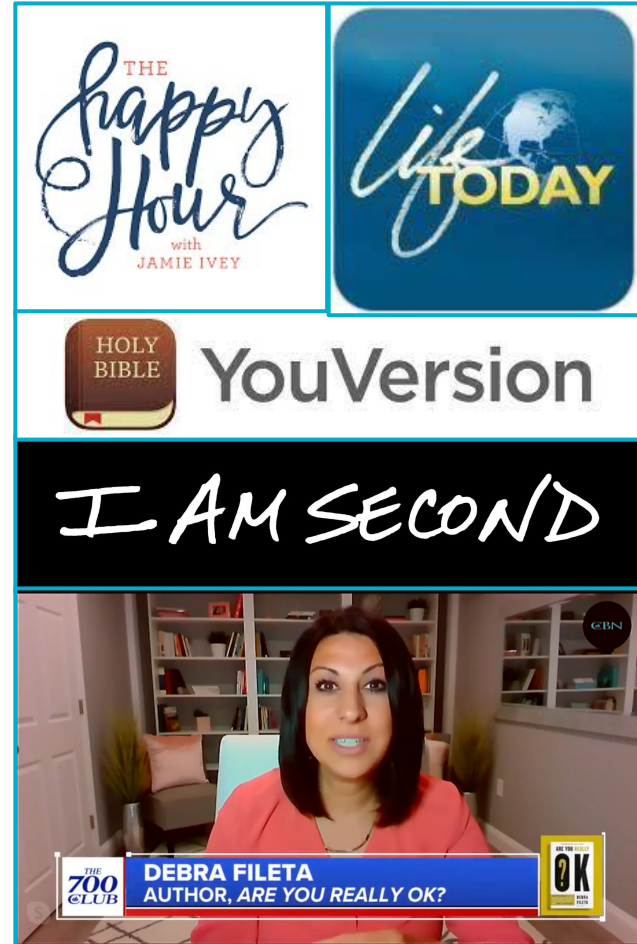


Debra Fileta *Are You Really OK?* (Harvest House Publishing)

Goal: The purpose of this work was to promote *Are You Really OK?: Getting Real about Who You Are, How You're Doing, and Why It Matters* to mainstream and Christian media. Two|pr worked in conjunction with Harvest House to strategize and successfully execute this campaign.

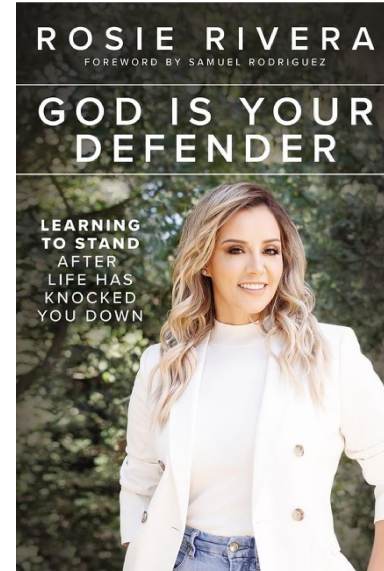
Results: Two|pr publicized *Are You Really OK?* to local and national media outlets. Two|pr's publicity activities included, but were not limited to: crafting an electronic press kit, pitching 350 national and Christian media outlets and scheduling media interview ending in an accumulated 165 media hits (TV, radio, podcast, print, online) so far.

Highlights: I Am Second, Bustle, Happy Hour with Jamie Ivey, YouVersion, Life Today



Rosie Rivera *God Is Your Defender* (Thomas Nelson)

Rosie Rivera, the testamentary executor of Jenni Rivera Enterprises, is an author, entrepreneur, podcast host and former reality star as well as an international speaker, author and influential public figure. She is happily married to worship leader Abel Flores. The couple lives in Lakewood, California, with their three children: Kassey, Sammy, and Eli. Learn more about Rosie's new book [*God is Your Defender*](#) and join millions of others following her journey on social media: Facebook [@RosieRiveraOfficial](#), Instagram [@RosieRivera](#), Twitter [@SoyRosieRivera](#) and [YouTube](#).



Rosie Rivera *God Is Your Defender* (Thomas Nelson)

Goal: The purpose of this project was to promote the release of *God is Your Defender: Learning To Stand After Life Knocks You Down* to media. Two|pr worked alongside Thomas Nelson to create a successful campaign.

Results: Two|pr publicized *God is Your Defender* to national mainstream and Christian media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching 430 media contacts and scheduling media interviews for an accumulated 36 media hits (radio, podcast, print, television and online) and counting.

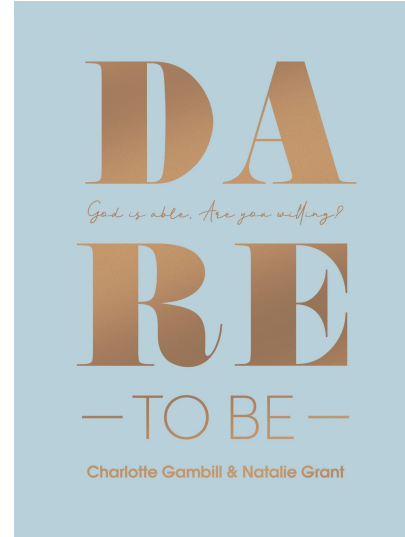
Highlights: The 700 Club, Thrive Global, Jesus Calling, Life Today, See Hear Love Podcast, Live Inspired by John O'Leary, Catholic Faith Network



Natalie Grant & Charlotte Gambill *Dare To Be* (Harvest House Publishing)

Natalie Grant is an eight-time GRAMMY® nominee and five-time GMA Dove Awards Female Vocalist of the Year. She has garnered more than 500 million streams and multiple number #1 albums and singles on the *Billboard* charts. A respected author and philanthropist, she is the cofounder of [Hope for Justice](#), a nonprofit organization fighting human trafficking with 32 offices across 10 countries and 5 continents that has helped more than 100,000 children in the past year.

Charlotte Gambill has an infectious love for life, a deep love for people, and a zealous love for God's house. Her passion is to build the local church across the earth, to see people reach their full potential, and to develop and strengthen leadership. Known for her practical, humorous, and passionate application of God's Word, she is an author, speaker, and mother. Charlotte, who leads [LIFE Church](#), UK in England with her husband, Steve, has authored more than ten books.



Natalie Grant & Charlotte Gambill *Dare To Be* (Harvest House Publishing)

Goal: The purpose of this project was to promote the release of *Dare To Be: God is Able. Are You Willing?* to media.. Two|pr worked alongside Harvest House to create a successful campaign.

Results: Two|pr publicized the release of *Dare To Be* to national and Christian media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching 264 media contacts and scheduling media interviews for an accumulated 32 media hits (radio, podcast, print, television and online) and counting.

Highlights: That Sounds Fun with Annie F Downs, Life Today, YouVersion, WHOA That's Good Podcast with Sadie Robertson, Jesus Calling



Pastor Mike Kai *That Doesn't Just Happen* (Inspire Publishing)

Mike Kai, from humble beginnings in multilevel marketing to co-founder of [The Inspire Collective](#), Mike Kai is passionate about building business leaders in their everyday sphere. A visionary leader and the pastor of a thriving, multi-site church in Hawaii, he has authored two other books: [The Pound For Pound Principle](#) and [Plateaus](#). Out of his conviction to empower leaders, The [Inspire Network](#) was birthed, which hosts annual conferences such as Arise Women's Conference, Kingdom Man Conference, and the Equip and Inspire Conference that reach people locally, nationally and globally. In 2020, he also launched The Inspire Collective aimed at equipping business leaders and executives globally with leadership tools through professional exchange.

Mike and his wife, Lisa, reside in Honolulu and are the proud parents of three daughters and two grandchildren. Mike has traveled to speak at conferences and to congregations all over the world and conducts pastors' and leaders' roundtables nationally and internationally.



Pastor Mike Kai *That Doesn't Just Happen* (Inspire Publishing)

Goal: The purpose of this project was to promote the release of *That Doesn't Just Happen: How Excellence Accelerates Everything* to media. Two|pr worked alongside the Inspire team to create a successful campaign.

Results: Two|pr publicized the release of *That Doesn't Just Happen* to both faith-based and business media outlets nationwide. Two|pr's publicity activities included, but were not limited to: crafting an electronic press kit, pitching 294 media contacts and scheduling interviews. In total resulting in an accumulated 62 media hits (radio, podcast, print and online) so far.

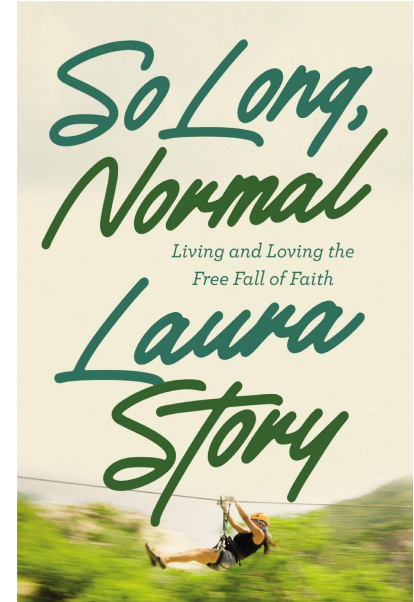
Highlights: Life Today, Jesus Calling, Thrive Global, Catholic Faith, YouVersion, Horst Schulze



Laura Story *So Long, Normal* (Thomas Nelson)

Laura Story is a wife, mother, songwriter, worship leader, author, artist, and Bible teacher. Her songs—which have won Grammys, Billboard Music Awards, and Dove Awards—include “Blessings” and Chris Tomlin’s “Indescribable.” Her books and devotionals have also found a strong following: *What If Your Blessings Come Through Raindrops?*, *When God Doesn’t Fix It*, and *I Give Up*. *So Long, Normal* is her latest book.

Laura has a master of theological studies and a doctorate in worship studies, and has served as a worship leader at Perimeter Church in Atlanta since 2005. Her greatest joy is being a wife to Martin and mother to Josie, Ben, Griffin, and Timothy. To learn more about Laura, visit laurastorymusic.com and follow her on Facebook [@laurastory](https://www.facebook.com/laurastory), Instagram: [@laurastorymusic](https://www.instagram.com/laurastorymusic), and Twitter: [@laurastorymusic](https://twitter.com/laurastorymusic).



Laura Story *So Long, Normal* (Thomas Nelson)

Goal: The purpose of this work was to promote the release of *So Long, Normal; Living and Loving the Freefall of Faith* to media. Two|pr worked in conjunction with Thomas Nelson to strategize and successfully execute this campaign.

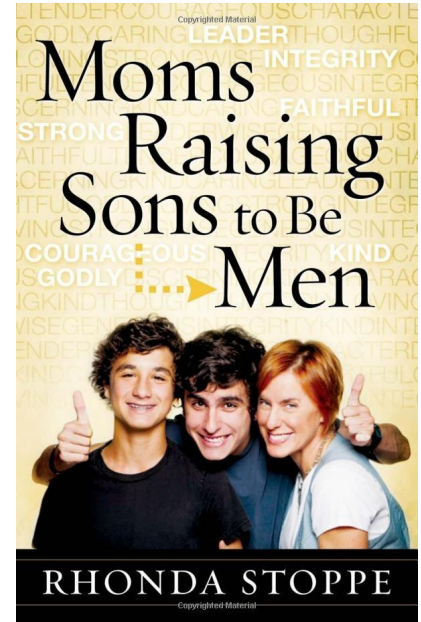
Results: Two|pr publicized *So Long, Normal* to national mainstream and Christian media outlets Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching 210 media contacts and scheduling media interviews for an accumulated 25 media hits (radio, podcast, print, television and online) and counting.

Highlights: 100 Huntley Street, Think Eternity with Matt Brown, The Christian Beat, Mornings with Carmen LaBerge, Dream Big with Bob Goff and Friends



Rhonda Stoppe *Raising Sons To Be Men* Audiobook (Mission Audio)

Rhonda Stoppe is a popular speaker who fervently imparts the truth of God's Word to her audience. She is an enthusiastic communicator who unfolds Scripture with a contagious passion for truth as she teaches women to connect with God in an intimate "love walk" of obedience and to live deliberately in their purpose. She and her pastor husband, Steve, are the grateful parents of four grown kids.



Rhonda Stoppe *Raising Sons To Be Men Audiobook* (Harvest House)

Goal: The purpose of this work was to promote the audio release of *Raising Sons To Be Men* to media. Two|pr worked in conjunction with Harvest House to strategize and successfully execute this campaign.

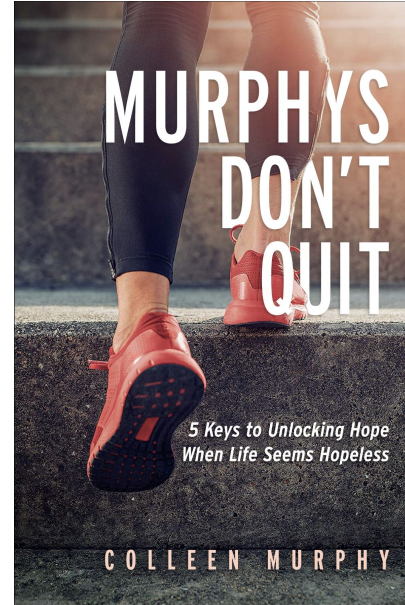
Results: Two|pr publicized *Raising Sons To Be Men* to Christian media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching over 50 media contacts and scheduling media interviews for an accumulated 11 media hits (radio, podcast, television and online) and counting.

Highlights: 700 Club, Dr. James Dobson's Family Talk, CBN.com, Faith Radio



Colleen Murphy *Murphy's Don't Quit* (Traitmarker Books Publishing)

Colleen Murphy is a wife, mother of seven, author, and public speaker. In 2013, tragedy struck Colleen's family when her second oldest daughter, Lauren, was hit by a car and suffered severe brain damage. Colleen's main focus became helping piece Lauren back together again. With the help of specialists from all over the country, her family and friends, as well as her strong faith, she was able to do just that. Today, Colleen and Lauren speak together as a team, inspiring thousands of people by sharing the details of Lauren's tragic accident, never-give-up attitude, and miraculous recovery. Colleen lives just outside of St. Louis, Missouri with her husband Dave.



Colleen Murphy *Murphy's Don't Quit* (Traitmarker Books Publishing)

Goal: The goal of this work was to promote the release of *Murphy's Don't Quit: 5 Keys to Unlocking Hope When Life Seems Hopeless*. Two|pr worked alongside the author to successfully complete this campaign

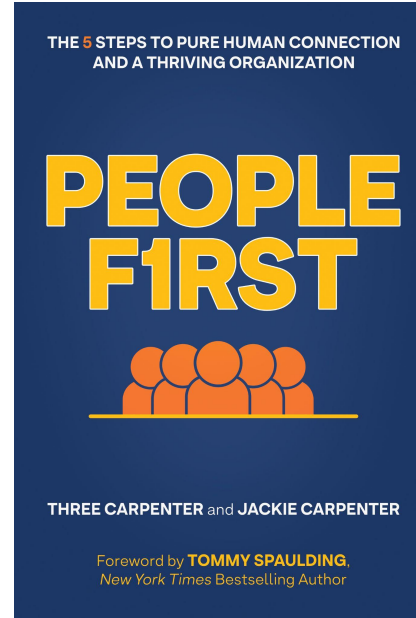
Results: Two|pr publicized the release of *Murphy's Don't Quit* to national, local and Christian media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, creating and distributing media alerts and pitching 83 media contacts, scheduling media interviews.

Highlights: Thrive Global, Authority Magazine, and Life Today, Catholic Faith Network



Three & Jackie Carpenter *People First* (Post Hill Press)

Three and Jackie Carpenter have spent their careers in the private club industry, where customer service must be at the highest level. Three has had a 25-plus year career at private clubs across America (including Dallas Country Club and Nashville's Hillwood Country Club). Jackie has nearly 20 years of private club experience and has served as the editor of *The Private Club Advisor* for the past eight years. Together they have enriched the lives of hundreds of coworkers through their process and helped some of the most historic and respected country clubs become profitable. With a track record for creating incredibly connected teams, upbeat work cultures and thriving organizations, Three and Jackie develop and encourage employees to excel beyond their own expectations. Known for their enthusiasm and ability to connect people, they also speak and mentor others on the importance of People First in the business world. Both born and raised in Iowa, Three and Jackie are passionate about helping others achieve their goals, enjoy their work and lead fulfilled professional lives. To learn more, visit www.threeandjackie.com.



Three & Jackie Carpenter *People First* (Post Hill Press)

Goal: The goal of this work was to promote the release of *People First: 5 Steps to Human Connection and a Thriving Organization*. Two|pr worked alongside Post Hill Press to successfully complete this campaign.

Results: Two|pr publicized the release of *People First* to national and business media outlets. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, pitching 94 media contacts and scheduling media interviews for an accumulated 7 media hits and counting.

Highlights: Success Magazine, Thrive Global, Authority Magazine



The image is a screenshot of a Success Magazine article. At the top, the word "SUCCESS" is written in a bold, serif font. To the right of it are the words "About" and "Connect". Below this is the article title "Leadership Experts Three and Jackie Carpenter" in a large, bold, sans-serif font. Underneath the title is the date "December 30, 2021" and the author "Spencer Cappelli / No Comments". The main content area features a video player showing a woman with blonde hair and a man in a light blue shirt sitting on the floor and talking. A small "SUCCESS" logo is in the bottom left corner of the video. Below the video is a large, bold, serif "SUCCESS" logo with a registered trademark symbol. Underneath that is the text "THRIVE GLOBAL" in a sans-serif font, with a green leaf icon between the words. At the bottom is the Authority Magazine logo, which is a circular emblem with a large letter "A" in the center, surrounded by decorative flourishes. To the right of the emblem is the text "Authority Magazine" in a serif font.

Mary Hollis Huddleston & Asher Fogle Paul

Without A Hitch (Harper Muse)

Mary Hollis Huddleston is the Co-Founder and Creative Director of Please Be Seated, the premier event rental company in Nashville. She started her career as an event coordinator in Dallas, initially at Diamond Affairs Weddings & Special Events, and later helped launch the wedding division of nationally-recognized Todd Events.

Mary's career inspired *Without A Hitch*, her debut novel about the high-stakes world of luxury Southern weddings. She also has a lifestyle platform, Mrs. Southern Social, focused on modern, at-home entertaining and is developing two curated collections with the Southern Living Collection at Dillard's.

Her work has been featured in *Southern Living*, *Southern Lady*, *StyleBlueprint* and *NFocus Magazine*. She resides in Nashville with her family.

Asher Fogle Paul is an author and a journalist. A former editor at *Good Housekeeping*, *Us Weekly*, and *People* magazines, she has also written about culture, design, entertaining, parenting and health for outlets including *House Beautiful*, *Marie Claire*, *AirMail*, *Prevention*, *W*, and *Brit + Co*. Asher has a master's in magazine journalism from Columbia University and a degree in English from Texas Christian University.

She lives in New York City with her family. *Without a Hitch* is her debut novel.



Mary Hollis Huddleston & Asher Fogle Paul *Without A Hitch* (Harper Muse)

Goal: The purpose of this work was to promote *Without A Hitch*, Asher Fogle Paul and Mary Hollis Huddelston's debut book. Two|pr worked in conjunction with Harper Muse to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Without A Hitch* to national and local media outlets. Two|pr's publicity activities included but were not limited to: pitching 344 media contacts, scheduling media interviews, and ultimately securing 50 media hits and mentions (TV, podcast, online) and counting.

Highlights: Style Blueprint, POPSugar, Nashville Lifestyles, Today in Nashville, Writer's Digest

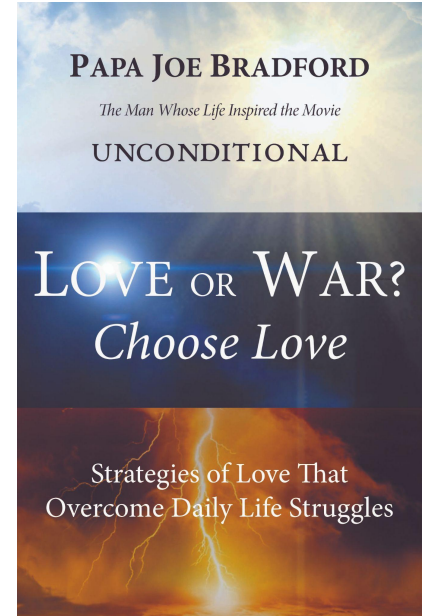


Papa Joe Bradford

Love or War? Choose Love

(Traitmarker Books Publishing)

Papa Joe is an international father figure of love as seen in the movie inspired by his life, *Unconditional*. That film has carried Papa Joe's practical message of love to countries around the world. Though years of service and development of Nashville's largest door-to-door hunger relief program, nationwide travel engagements to serve the most vulnerable inner-city communities in the United States, and teaching life transforming classes to young and old, Papa Joe is an indisputable authority on the power of love. Learn more about Papa Joe and his new book, *Love or War? Choose Love* at www.papajoe.org and follow him on Facebook ([@papajoebradford](https://www.facebook.com/papajoebradford) [@elijahsheart](https://www.facebook.com/elijahsheart)), Instagram: ([@papajoe.bradford](https://www.instagram.com/papajoe.bradford) [@elijahsheartnashville](https://www.instagram.com/elijahsheartnashville)).



Papa Joe Bradford *Love or War? Choose Love* (Traitmarker Books Publishing)

Goal: The purpose of this work was to promote, *Love or War? Choose Love*, Papa Joe Bradford's book. Two|pr worked in conjunction with Papa Joe and his team to strategize and successfully execute this campaign.

Results: Two|pr publicized the release of *Love or War? Choose Love* to national and local media outlets. Two|pr's publicity activities included but were not limited to: pitching 229 media contacts, scheduling media interviews, and ultimately securing 29 media hits and mentions (TV, podcast, online) and counting.

Highlights: Good Morning America, Authority Magazine, Today in Nashville



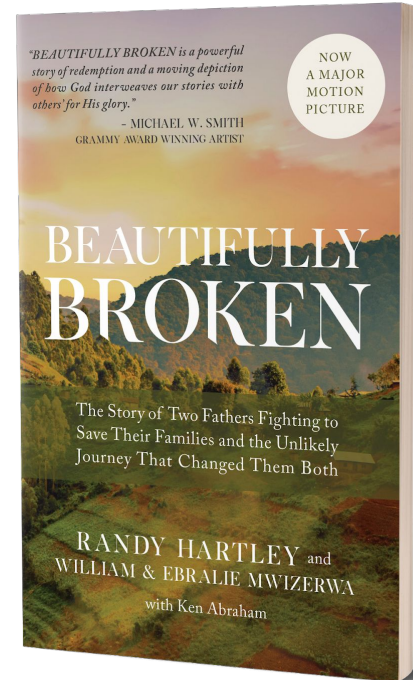
THE TENNESSEAN



Authority Magazine

Randy Hartley *Beautifully Broken* (Fedd Books)

About Randy Hartley: Randy lives in Nashville, Tennessee, where he has been a financial planner for thirty-eight years. He is married to his wife, Darla, and they have three children—Alyssa, Andrea, and Nate. Randy was the executive producer for the film about his life *Beautifully Broken*, which was released in 2018 and his forthcoming memoir under the same name will be released on March 29, 2022. He also serves as Chairman of Legacy Mission Village, the refugee ministry founded by William and Ebralie Mwizerwa.



Randy Hartley *Beautifully Broken* (Fedd Books)

Goal: The goal of this work was to promote the book release of *Beautifully Broken*. Two|pr worked alongside the author and collaborators, William and Ebralie Mwizerwa, to successfully complete this campaign.

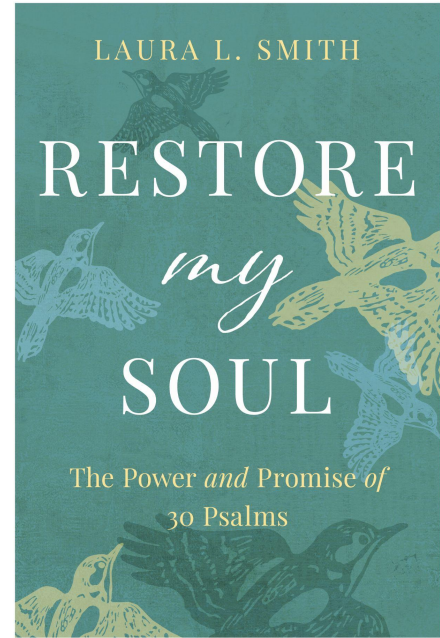
Results: Two|pr publicized the release of *Beautifully Broken* to mainstream national and Christian media outlets. Two|pr's publicity activities included but were not limited to: pitching 209 media contacts, landing approximately 50 media hits and mentions (TV, podcast, online) and counting.

Highlights: The Perspective, Catholic Faith Network, Family Life, The Stream, Jesus Calling, Today in Nashville, Authority Magazine



Laura L. Smith
Restore My Soul
(Our Daily Bread Publishing)

About Laura L. Smith: Laura L. Smith is a popular speaker and best-selling author, Smith speaks around the country sharing the love of Christ with women at conferences and events. She lives in the college town of Oxford, Ohio, with her husband and four kids. Learn more about her at:
www.laurasmithauthor.com

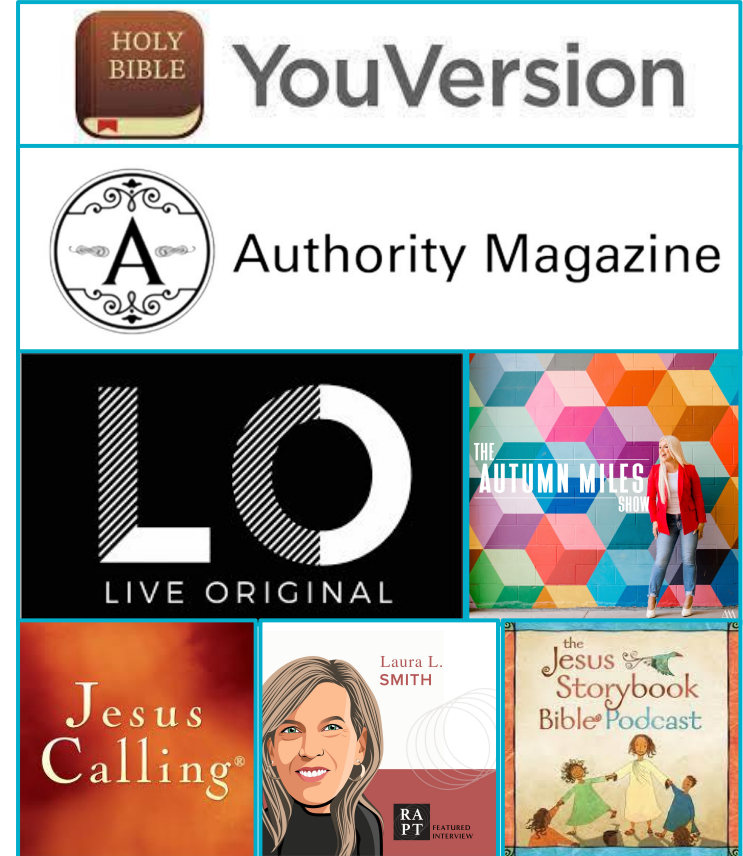


Laura L. Smith
Restore My Soul
(Our Daily Bread Publishing)

Goal: The goal of this work was to promote the release of *Restore My Soul: The Power and Promise of 30 Psalms*. Two|pr worked alongside the author and her publisher to successfully execute this campaign.

Results: Two|pr orchestrated a limited launch to publicize the release of *Restore My Soul* to Christian media outlets around the US. Two|pr's publicity activities included but were not limited to: crafting a tailored press kit, creating and distributing media alerts, pitching 42 media contacts, scheduling media interviews.

Highlights: YouVersion, Authority Magazine, The Autumn Miles Show, Jesus Calling and Live Original (Sadie Robertson Huff's blog).



endorsements

“I had a fantastic experience working with Two PR for the launch of my book, and was thrilled at the breadth of coverage it received. Morgan and her team are smart, tireless, responsive, professional, well-connected — and lovely to work with!”

Maria Aspan, Senior Writer at *Fortune* magazine and Author of *Startup Money Made Easy* (HarperCollins Leadership)

“I’ve heard horror stories of working with PR Agencies—that you pay them huge sums of money and never see a return. Nothing could be further from the truth with Two PR. Morgan and her team are smart, creative, professional and most importantly they really invested their hearts in getting the word out about my book. I could tell they cared as much as I cared, which is rare and exactly what you want from a PR team. Thanks to them we were able to secure a handful of important opportunities that I know made a difference in launch week. I would absolutely recommend them to anyone promoting anything.”

Allison Fallon, Best-selling Author of *Indestructible*, International Speaker and Coach

“Two PR was, by far, the BEST experience I’ve had working with a PR firm. Night and day difference from my other launches! We were thrilled with their support of my book launch - everything from the team's professionalism to the placements they achieved. Details. Prep. Communication. Everything was A+. Highly recommended.”

Mike Weinberg, Best-selling Author of *New Sales. Simplified.*, *Sales Management. Simplified* and #SalesTruth , International Speaker and Consultant

"Morgan and the team at two|pr are a group of driven, creative and well-trusted publicity professionals. I continue to be impressed with their writing abilities, pitch angles and media results. I thoroughly enjoy partnering with them and greatly look forward to a sustained relationship,"

Chris Howell, Award-Winning Speaker, Author, Radio/TV Personality

"The team at two|pr gave my project their total focus from the first day of my campaign to the very last. I could feel their passion for my project and had total confidence that they were spreading the story as far as they could. At the TV appearance they secured, Morgan's cool, positive, artist representation skill-set shined bright."

DANAE, Indie Pop Artist

"I was very fortunate to be teamed up with Morgan from two|pr. On my first conference call with her, it was evident that she was very experienced and well versed in the marketing of children's books. I truly appreciated her honesty along with her professional yet personalized, down-to-earth manner. Best of all, Morgan went above and beyond the call of duty by passing on some much-needed marketing advice that helped my project immensely."

Irish Beth Maddock, Award-Winning Children's Author of *The Great Carp Escape* (Word Alive Press)

"Morgan is fantastic! She was the publicist for my first book, and I'm blown away with the media attention she generated as a result of her efforts. I was new to the industry prior to my book launch and had little to no platform, yet our campaign generated major media including appearances on *Fox & Friends*, *The Katie Couric Show*, *The 700 Club*, Better TV, RFD-TV and many more. Morgan is intelligent, professional, articulate and strategic, yet also sweet, personable, caring and funny."

Kristina Ellis, Author of *Confessions of a Scholarship Winner*

"I love working with Morgan! She is an excellent communicator, gets the job done and is very supportive along the way. Morgan has been a huge help in launching my first book. I can't thank her enough for her support, enthusiasm and consistent effort to help my book get into the public eye."

Rhona Epstein, Psy.D., Psychologist, Speaker, Author of *Food Triggers*

"Morgan is the wow factor. Part advocate, part cheerleader, part counselor, she works proactively and tirelessly for her impressive roster of clients. She's smart, grounded, fearless, has golden instincts, impeccable follow through and thinks exceptionally well on her feet. She's the rare exception who knows how to work a room with great success without getting caught up in it. If you haven't heard of her already, you likely will soon. If you are in need of a publicist, I cannot recommend her more highly."

Jennifer Day, Publishing Consultant

“Morgan and the two|pr team are worth the investment! They’ve taken on my project as if it’s their own. I would recommend any company that’s looking for the right publicity team to call Morgan first!”

Roy J. Cotton II, Orchestrator, Producer, CEO of SoundShed

“Morgan was a joy to work with. Her attention to detail and communication is some of the best I have seen. Two|pr takes the time to understand their clients and their mission.”

Roger Peace, Vice President of Growth Strategies for Word of Life

“The two|pr team could not have been more professional, thorough and effective in working the local markets for our movie’s theatrical release and utilizing talent and key contacts for optimum exposure. They delivered above and beyond, and their attention to detail is unparalleled. We highly recommend two|pr for your PR needs--and we hope to work with them in the future on other projects and campaigns.”

Angel and Rodney Hatfield, SERV OTHERS and Executive Producers, *Because of Grácia*

"Working with two|pr was a fantastic experience. The team was engaged, creative, communicated well with us and, most importantly, got the results we needed. I highly recommend two|pr."

Derek Bell, President of The Mosaic Strategy Group

"Working with Morgan and the two|pr team has been a blessing. Her efforts to get our book in front of the public eye were outstanding. She followed up on every detail, was always available for questions and gave us incredible encouragement. Morgan knows how to make an impact."

JT Olson, Executive Director of the Both Hands Foundation

"Morgan and her team blew the doors off my expectations. They are professional, responsive, thorough, tireless, fun, creative, sensitive to client's needs, went above and beyond the call, and were driven to excellence."

Pamela Capone, Actress and Award-winning Author of *I Punched Myself in the Eye*

"Creativity and an unparalleled ability to connect people with ideas--that's what two|pr brought to the table when we hired them for a last-minute national PR campaign. Morgan Canclini-Mitchell and her team secured significant media coverage for our campaign and handled a crisis-management situation with ease and panache. They are organized and leave nothing on the table!"

Tom Freiling, The Freiling Agency, *Survivor Sunday 2018*

“With diligence, enthusiasm, and expertise, the two|pr team has expanded my organization’s message and brought fresh ideas and opportunities to our public campaign. When you work hard to build a brand, it’s reassuring to have strategic partners who respect and manage that brand as well as two|pr.”

Peter Rosenberger, Author/Syndicated Radio Host of *Hope for the Caregiver*, Founder of Standing with Hope

“My literary agent, who has been in the publishing world for over 40 years, introduced me to two|pr. I knew if he endorsed this company, they were going to do an outstanding job addressing my web design and marketing needs. Two|pr not only far exceeded my expectations, they also made this juncture of my marketing journey a true pleasure and one I will always remember. Their team is comprised of professionals who hold the bar high and keep it there. They are all personable and accessible in guiding the process and delivering an outcome that you will be proud of. I am absolutely thrilled with the website they created, and I am deeply grateful for the friendships that ensued.”

Dr. Ramona Probasco, LMFT, Author of *Healing Well and Living Free from an Abusive Relationship: from Victim to Survivor to Overcomer* (Revell Publisher)

“After working with two|pr, I know that if anyone chooses *not* to pick up my book, it isn’t because they haven’t heard of it. Morgan and her team of media mavens introduced me to millions of readers I never would have been able to reach on my own. Thank you, two|pr!”

Meg S. Miller, Author of *Benefit of the Debt: How My Husband’s Porn Problem Saved Our Marriage* (Xulon Press)

“Working with two|pr was an incredible experience that surpassed all expectations! The team’s approach is unmatched in professionalism, detail and enthusiasm. Two|pr delivered unparalleled results for us under a difficult timeline, setting themselves apart as a premiere PR agency in the entertainment industry and beyond!”

Taylor Leatherwood, Capitol Christian Music Group

“The team at two|pr is top notch! We were thrilled with the work they did to generate press around our artist’s solo album debut. They followed through with every piece they promised — from strategy through execution — and we couldn’t be more satisfied with their work. This team pulls their weight and will make your life easier. From effective and clear communication, to organization and efficiency, this team is pro. Highly recommend!”

Emma Crist, Artist Manager, Round Table Management

“Working with two|pr was a dream come true for the launch of *Chasing the Bright Side*. They were able to dive right in and immediately start getting hits. I always felt like I was taken care of and they had my best interest not just as a client, but as a person. I highly recommend working with this crew if you’re ready to get your story out there.”

Jess Ekstrom, Founder of Headbands of Hope and author of *Chasing the Bright Side* (HarperCollins Leadership)

“Two|pr is a winner! We trusted their judgment, creativity, and appreciated having real professional support to represent our book. Without their steady and compassionate approach, our book launch would not have been successful. We enjoyed every minute working with their team. We would not hesitate to recommend you to anyone in need of professionals to tell their story. Two|pr invested the time and attention to understand who we were and went the extra mile to get results.”

Drs. Rob & Kirti Carter, authors of *The Morning Mind* (HarperCollins Leadership)

“Morgan and her team at two|pr were an absolute pleasure to work with! Not only are they professional, responsive, enthusiastic, and creative, they always made me feel that they were giving my book 110% of their time and energy. I highly recommend their services to anyone looking for a partner who sincerely cares about the clients and products the work with.”

Diana Graber, author of *Raising Humans in a Digital World* (HarperCollins Leadership), cofounder of Cyberwise and the founder and creator of Cyber Civics

meet the founder



Founder and Principal **Morgan Canclini-Mitchell** spearheads traditional and digital publicity campaigns for clients to enhance visibility and reach their business goals. Morgan has worked with some of today's most influential tastemakers including award-winning radio-show hosts, ASCAP Songwriters of the Century, *Bravo* reality-show stars, Fox News correspondents, *New York Times* best-selling authors, NBA Championship players, former NFL MVPs, renowned politicians, Grammy award-winning recording artists, plus hit network television shows and feature films.

Morgan graduated *summa cum laude* from **Baylor University** with a BBA in Music and Entertainment Marketing. She launched her Nashville career at **Word Label Group (Warner Bros. Records)** and has since served as Director of Marketing & Media at **Tri Star Sports & Entertainment Group** and as Director of Public Relations for **Worthy Publishing Group (Hachette)**.

In addition to securing coverage for clients, Morgan has received personal praise from media and been featured in *Fast Company Magazine*, *Bustle*, *ExperChat*, *Christianity Today*, *Nashville Lifestyles*, *Her Story of Success* podcast and as a speaker at Baylor University, Vanderbilt University, the University of Alabama, Belmont University and Lipscomb University.

two | pr

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