



September 28, 2010

John Cavados, Executive Producer
WVTV Fox 13
3213 West Kennedy Blvd.
Tampa, Florida 33609

Dear Mr. Cavados,

According to a Marketdata Enterprises market report, the United States self-improvement market is worth \$13.9 billion. In addition to the market worth, \$693 million worth of self-improvement books were sold last year.

Tampa Bay's own TV personality, Michelle Phillips, is steadily creating a place for her name in the lucrative industry. Phillips has just signed with Hay House, the international leader in self-help and transformational publishing, for the release of her new book.

Using her experience as a top celebrity make-up artist and combining it with her training as a life coach, Phillips has produced something other than a "pretty" book category. Her book is a self-guided makeover from the inside out to create a lasting rediscovery in women. By guiding readers through an empowering self-transformation, the book will help people discover a better life.

Phillips is currently guest appearing on shows demonstrating the true effects of her book. She is accomplishing this by taking a randomly selected female audience members and giving them a quick self-transformation. Following the makeover with an interview, viewers can see first hand the impact of Phillip's work.

Michelle Phillips has served as a top celebrity make-up artist for well-known faces such as Katie Couric, Colbie Caillat and Jason Mraz. Prior to writing her book, Phillip's charming personality and talent landed her a job as the host of Tampa's CBS affiliate morning talk show.

As a leading expert in beauty and self-transformation, we believe your viewers would benefit from Michelle Phillip's demonstration, allowing them to see in just a few quick changes, their perception of themselves can instantly transform.

I'll be in touch soon to discuss a possible guest appearance. I look forward to speaking with you.

Sincerely,

Tim Wilkins, Account Executive

