

MEDIA PRESS KIT

for

Jody Johnston Pawel, LSW, CFLE



Media Endorsements

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Mary Beth Tryon
Tryon Media Group
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Hello Mary Beth –

Articulate. Energetic. Upbeat. Professional.

All are vital qualities in a spokesperson – yet so rare to find packaged in one person. You've found all four in one expert – Jody Johnston Pawel.

Working with this child-raising authority for four years, I can attest to the fact that she is marvelous at marketing and super easy to work with. She asks good questions, accepts all challenges, and trusts our expertise.

Media opportunities change quickly, requiring us to demand a lot of our clients. Always reliable, Jody completes the toughest request in the shortest period of time completely, beautifully and with her always-upbeat attitude. If you've spoken with her, you know what I'm talking about. She's like that all the time! (In fact, on days I need a boost, I've been known to call her, just for a little dose of Jody-Energy.)

If I commit her for an interview at 3 o'clock in the morning, Jody will be there, on time, well versed and prepared. One of my favorite clients to pitch, she knows her "stuff" so well that she easily helps audiences solve their most difficult parenting problems by taking them through a few simple steps. With this, and her mountains of credibility (just check out her media placements!), she'll be able to "sell" anything that she believes in – that helps raise healthy, happy children.

Loyal, dedicated, hard working and "smart" working, I wholeheartedly recommend Jody Johnston Pawel as a spokesperson for your client companies.

With a Twist!


Tami DePalma, Partner

MarketAbility
Book Publicity & Promotion *with a Twist*

THE MEDIA ENDORSES
Jody Johnston Pawel, LSW, CFLE
AND THE PARENT'S TOOLSHOP BOOK

Every talk host dreams of guests who can actually talk . . . knowledgeably . . . about a topic. Jody Johnston Pawel knows her stuff. I've been talking with "experts" for eight years, and I can, without reservation, tell you that Ms. Pawel is worth having in to entertain and inform your guests. -- **Cheri Russell Eresman, M.S., N.C.C., Talk Host, WHIO-AM radio**

I do this program 5 days a week. Regular listeners to the program know that we have a lot of parenting authors on the program. . . have for many years now. I don't think I've ever seen – ever – any book as comprehensive. You can tell it's a decade worth of work." -- **Dr. David McMillian, Host of *Strategies for Living*, KFL0-radio, Shreveport LA**

If I had a million dollars, I'd buy up all of Jody's books and give them to everybody who has any kind of interaction with children at all. If you have kids—I don't care what age—this book is IT. It's like a parenting Bible. -- **Rain Morgan, PhD, host of "Mother Earth and Family," KUCI-FM, Anaheim, CA**

Whether you are trying to get your toddler dressed for school in the morning, trying to get your 10-year-old to stop fighting with a sibling, or resolving the conflict over phone use with your teenager, the way you plan a response to each of these parenting problems is the same—the Universal Blueprint.

Hectic schedules mean many parents don't have the time to take a parenting class, but now there is a process any parent can follow at any time. *The Parent's Toolshop* leads parents through a self-paced parenting workshop that teaches a reliable problem-solving formula and dozens of practical techniques.

Over 2,000 parents tested this process and found it improved all their relationships. The book details the experiences of dozens of parents (including the author) who successfully use the blueprint. When parents face a problem, the blueprint leads them to the best response by asking the right questions. -- **October 2000, *Brooklyn Family*, readership of 3,785,000**

We are fast approaching the end of August. . . many of us have taken extended vacations... and particularly those of us who've got children. . . in the next few weeks, they're all going to be going back to school. So where on earth do we start in terms of putting our life back in order and getting those routines back in place? Jody Pawel. . . is a parent of 21 years, but more importantly has been training parents for 25 years. She's a licensed social worker and she's worked with literally thousands of parents, all across the globe. She's also the author of the award-winning book, *The Parents Toolshop*. So we're in great hands today. -- **Krishna De, during her interview with Jody in November 2006**

I met Jody when I was having some issues with respect to my daughter. . . and ended up purchasing her book, which I have to say is the comprehensive manual on raising great children. If I could use all the tools, Jody, in this book that you've created, I know that I would have no problems with my kids. -- **Alexis Neely during her interview with Jody, December 2006**