

media kit

MOVEMENT MAKERS

How to Make a Difference with Your Message

DAVID DE ROX & ANGELA SLADEN



THE BOOK

DESCRIPTION

An In-Depth Blueprint to Actualize Your Message and Turn It Into A Movement!

So, you have a message and a mission driving it. You're passionate about it and that means you want to take the next step – to spread the word to others so they get excited and join your mission, too.

But what comes next? How exactly do you build your message into a movement?

At last, here is an in-depth blueprint to actualize your message and turn it into a movement that changes and makes a difference in the world.

MOVEMENT MAKERS: How to Make a Difference with Your Message is a hands-on toolbox to help you not only give clarity to your message, but create actual momentum for it so you can send it on a trajectory which launches and sustains your very own movement.

Filled with numerous stories of other Movement Makers who have gone before you, you will learn by their personal accounts how they started and what they did to grow their movements. Find out what worked and what did not work, what challenges they faced, and how they overcame them.

MOVEMENT MAKERS is a practical guide brimming with experts' first-hand accounts, inspiring examples, and valuable lessons that can collapse the time frame for you to get your own movement going, growing and flowing to success!

LEARN HOW TO...

Starting your own Movement can seem daunting. But MOVEMENT MAKERS is a powerful manual that reveals, step-by-step, how to:

- Articulate your Message (and Mission) for your Movement.
- Raise Awareness about your Movement by informing and persuading others unfamiliar with your it.
- Gather and build your Following of like-minded individuals who believe in and want to share your Message, the Movement's intentions, and join to help you achieve your goals.
- Transform and nurture your Following into a Community to share in the message promotion and impartation roles (education, events planning, merchandising, publications, administration, etc.).
- Inspire and move your community to Action by getting them involved to raised awareness, grow membership, and expand your message's reach and community's presence.
- Assess progress and make Movement course corrections when necessary – taking steps to ensure the Mission for and meaning of your message is materializing and the Movement itself is manifesting as you envisioned.

“A Movement brings clarity and actualization to an idea or message as it grows. The process of its growth is as a story being told. Movements create events and therefore are narrative in nature: they are a story unfolding.”

-David de Rox and Angela Sladen



THE BOOK

UNCOVER IN THESE PAGES...

What Other Movement Makers Did to Start and Grow Their Movements, the Challenges They Faced, and Lessons Learned on Their Journey

- Learn the importance and process of distilling your message and messaging as a mission-critical foundation to building your Movement.
- Dive into the 6 Key Steps to Movement Making every successful Movement has.
- Acquire the Movement Maker Mindset (what internal changes and skills other Movement Makers realized they needed in order to push their Movement forward).
- Understand what it takes and what to expect to lead a Movement – the challenges, take-aways and rewards of being a Movement Maker.
- Uncover the most effective methods to get and build a following of people excited to join and be part of your Movement.
- Discover from their experiences what works best for them to sustain engagement and enthusiasm of their following, and what they would do differently if they could start all over.
- See firsthand what is involved to transition from gathering like-minded followers to building and fine-tuning the engine of a Movement: community in action!
- Find out what self-assessment methods Movement Makers use to be sure their Movement is on track and achieving its goals and mission.
- Benefit from what advice successful Movement Makers would give you right now if you told them you want to start your own Movement.
- Build a cache of recommended resources that prove invaluable to Movement Makers and the success of their Movements.
- Save money, time and frustration as you read what Movement Makers learned the hard way: what works, what doesn't; what would they do differently if they started all over; what made the difference in keeping them committed to their path and not giving up.



“Movement Makers are change agents responsible for articulating their Message and giving it a platform, a stage from which to grow their Movement and push it forward.”

-David de Rox and Angela Sladen

THE AUTHORS

David de Rox has a diverse career that includes positions in the fields of teaching, the ministry, sales and marketing, recruiting, corporate training, publishing and public relations. He has extensive experience in editing, copywriting, and public speaking.

A serial entrepreneur since his 20's, David is especially passionate about personal development, leadership, and catalyzing others to find and fulfill their mission. As a holistic change agent known for his ability for connecting (not to mention impersonations and punning), he supports others desiring a better lifestyle, to make positive changes in their health, performance and finances so they can create their own transformation stories and live extraordinary lives while helping others do the same.

Through their marketing and public relations agency Visibility Success, David focuses his practice on mission-driven "messengers" by helping clients refine, present and spread their message, grow their brand and income, and become recognized experts, book authors and public speakers.

Together, Angela and David are the parents of 13 children and 10 grandchildren, and live on their private acreage (with several friends who come and go when they need a place to hang their hat for a while) near Sherwood Park, Alberta in Canada, the ideal location from which to run their businesses, entertain, and plot their next adventure.

While not running their businesses, playing the grand piano, going for long walks together, traveling, or battling it out in a game of Sequence, Angela and David also direct their own movement. Tribal Community Solutions was co-founded to create prosperous, healthy, vibrant communities for First Nation peoples in Canada, that are self-supporting, self-sustaining, and full of self-worth from hard work, community development and culture enhancement. To learn more about this movement, visit www.TribalCommunitySolutions.com

ANGELA SLADEN DE ROX is a certified general and sports nutritionist, former personal trainer and owner of a women's fitness gym, weight management specialist, and health and wellness coach. She created an online health program that is now offered in every major city in Canada.

Angela has co-authored four books, one of which became a bestseller. She was also a founder/publisher of a magazine dedicated to helping women promote and market their business. Angela writes regularly for various publications, maintains several of her own blogs, and regularly speaks on topics of health and leadership.

Besides 80's music, Angela is passionate about and best known for helping relieve others of physical and financial pain. She has helped thousands of individuals improve their health and athletic performance, as well as trained hundreds across the globe to change their wealth by building a successful home-based business.



BOOK INFO

Book Title: **MOVEMENT MAKERS**

Subtitle: **How to Make a Difference with Your Message**

Release Date: **September 2017**

Price: **USD 35.00**

ISBN: **xxx-x-xxxxx-xxx-x**

Phone Number: **+1 888 898 5253**

Email Address: **admin@movementmakers.ca**

Website: **www.movementmakers.ca**



