



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## Healthy Profits Corporate Book Sponsorship

### Contributing Author Quotes

*Licensed Clinical  
Therapist (WI)*

"I am glad you decided to put your efforts into promoting wellness this way."

*Nutrition and Weight  
Management Coach (FL)*

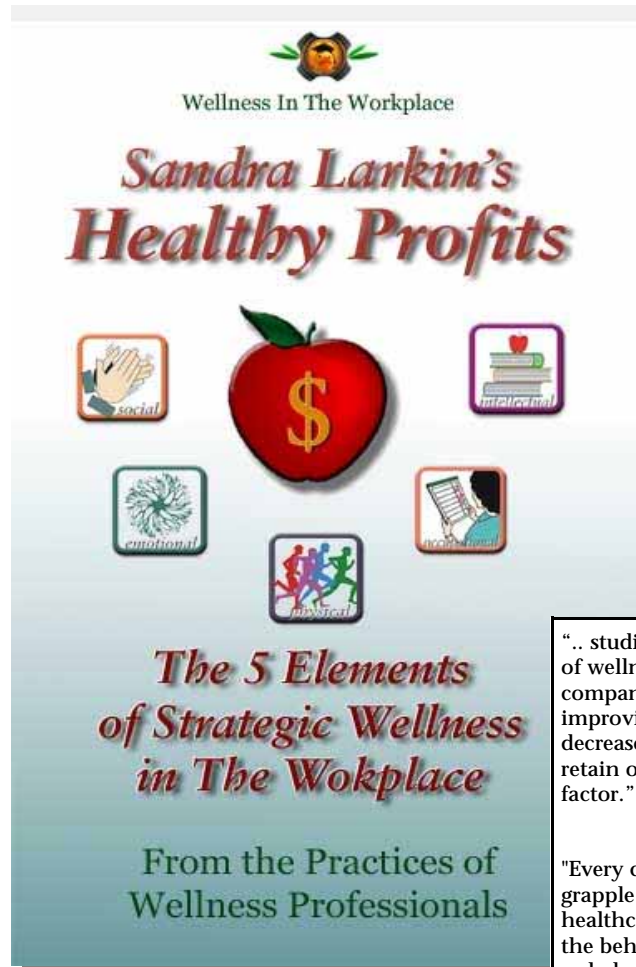
"I look forward to contributing to the work environment and giving people tools to achieve wellness. I applaud you for your part in this project."

*Licensed Massage  
Therapist (PA)*

"I applaud you for this project and believe that you will have a profound effect on how workplace wellness is perceived. I am very excited about this project. What is the next step?"

*Vice-President of a global  
energy and petroleum  
manufacturer (TX)*

"I would be very interested in being considered for your book. I have been running a corporate wellness program a very large E & P company for 25 years. "



".. studies show increases in the number of wellness initiatives offered by companies, as employers focus on improving worker health as a way to decrease healthcare costs. The need to retain older boomers on the job is also a factor."

(Kristen B. Frasch)

"Every company is going to have to grapple with the cold truth that their healthcare-cost trends are held hostage by the behaviors of their employees. The only long-term solution is to reduce the risks of the workers and improve the quality of care."

(Michael Wood, Watson Wyatt)

"When we had double-digit cost increases, the standard response from the business community was to raise employee contributions and premiums. Now, employers and health insurers alike are finally beginning to understand that continuing to simply raise prices for employees is not an option anymore as a sole response."

(Tom Lerche, Aon Consulting)



# *Healthy Profits*

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## Healthy Profits Corporate Book Sponsorship

### *Contributing Author Quotes*

*Licensed Clinical Therapist (WI)*

"I am glad you decided to put your efforts into promoting wellness this way.

*Nutrition and Weight Management Coach (FL)*

"I look forward to contributing to the work environment and giving people tools to achieve wellness. I applaud you for your part in this project."

*Licensed Massage Therapist (PA)*

"I applaud you for this project and believe that you will have a profound effect on how workplace wellness is perceived. I am very excited about this project. What is the next step?"

*Vice-President of a global energy and petroleum manufacturer (TX)*

"I would be very interested in being considered for your book. I have been running a corporate wellness program a very large E & P company for 25 years. "

### Wellness Industry Call To Action

Wellness industry experts have responded to the call to contribute to "*Healthy Profits: The 5 Elements of Strategic Wellness.*"

These professionals have hundreds of years of combined experience in serving a global population in maintaining and improving health and well being. In addition, most of these specialist are already accomplished published authors and well known bloggers in wellness and health communities.

From CEO's to nurses, their education and accreditation reaches into the heart of the wellness profession. Accomplished and credible, they are dedicated to and passionate about helping individuals and organizations reach the goals of health and wellness.

Daily they see the consequences of poor health choices and celebrate the accomplishments of health success. Their knowledge extends beyond the bounds of their practice into the wellness community with credibility and impact.



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## Healthy Profits Corporate Book Sponsorship

### Contributing Author Quotes

*Licensed Clinical Therapist (WI)*

"I am glad you decided to put your efforts into promoting wellness this way."

*Nutrition and Weight Management Coach (FL)*

"I look forward to contributing to the work environment and giving people tools to achieve wellness. I applaud you for your part in this project."

*Licensed Massage Therapist (PA)*

"I applaud you for this project and believe that you will have a profound effect on how workplace wellness is perceived. I am very excited about this project. What is the next step?"

*Vice-President of a global energy and petroleum manufacturer (TX)*

"I would be very interested in being considered for your book. I have been running a corporate wellness program a very large E & P company for 25 years. "

### The Many Benefits Of Becoming A Sponsor?

Brand Recognition

*and*

Corporate Target Market Outreach

- ♥ Attach your name and brand to an **unprecedented** direct book/concept and **ongoing** promotional program to demonstrate your corporate concerns.
- ♥ Reach your corporate target market with a compelling practical message.
- ♥ Receive **long term national organizational recognition**

### Optimal Exposure Through Diverse Distribution and promotion:

- *Independent Publishers Group*
- *National retail book chains*
- *On-line via Amazon and other book resellers*
- *Contributing Author regional promotion and sales*
- *Organizational promotion opportunities*
- *Podcast messaging*
- *Web Page Banner Advertisements*



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## What's the buzz ?

In one month's time,  
yellowduckpress.com online  
interest increased **370%**.

Wellness providers from  
across the globe have  
contacted Sandra or  
landed on the website.

- United States
- Great Britain
- Italy
- Saudi Arabia
- Germany
- Brazil
- Australia
- Japan
- Philippines
- France
- India
- Thailand
- China
- Russian Federation
- Turkey
- Spain
- Canada
- Taiwan
- Hong Kong
- South Africa
- Netherlands

Over **80%** of authors that have  
contacted Sandra have already  
had a personal conversation  
and are contributing to the  
book and article repository.

**NOTE:** All sponsorship campaigns are custom programs with design elements to fit your organization and message. Descriptions here are illustrative of the types of programs we can put together for you but are not intended to limit your imagination.

## Grand Master Book Sponsorship

- **1000 books** sent to key corporate HR, wellness professionals and industry influencers \*.
- **Front Color Cover** - book logo and banner personalization
- We work with you to custom design a **package presentation** that may include your supplied
  - Book inserts; Package inserts; Response incentives; Promotional Material
- **Yellow Duck Press follow-up program**  
All book recipients invited to a wellness webinar with book authors. Your sponsorship includes webinar.

Personal phone calls to book recipients to secure book orders for use in corporate wellness programs includes:

- your cover/logo
  - Group pricing to incentivize bulk purchases
  - Your "front cover" on each book sold
- **Wellness In The Workplace Authority Site** (under development)
    - Designed to be the THE Authority site for wellness in the workplace
    - Repository of hundreds of content rich articles to draw massive search engine response
    - Visibility to your sponsored messages via the rich content
    - **Company sponsored banners** – 10 months
      - Banner page rotation
      - Invites readers to view your in-depth pages and click through to your website and special offers
      - Readers incentivized to logon to the site

\* "Best Companies To Work For"; "Most Admired Companies";  
"Best People & Talent Management"; "Best Quality of Management"

## Master Book Sponsorship

**Same program as Grand Master but 500 books** sent to key corporate HR, wellness professionals and industry influencers \*.



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## What's the buzz ?

In one month's time, [www. yellowduckpress.com](http://www.yellowduckpress.com) online interest increased **370%**.

Wellness providers from across the globe have [contacted Sandra](#) or [landed on the website](#).

- United States
- Great Britain
- Italy
- Saudi Arabia
- Germany
- Brazil
- Australia
- Japan
- Philippines
- France
- India
- Thailand
- China
- Russian Federation
- Turkey
- Spain
- Canada
- Taiwan
- Hong Kong
- South Africa
- Netherlands

Over **80%** of authors that have contacted Sandra have already had a personal conversation and are contributing to the book and article repository.

## Additional Sponsorship Opportunities

- **Bookmark Sponsorship**  
Each book with included 4/1 bookmark from your supplied art with your information and/or offer/web imprinted.
- **Book Insert Sponsorship**  
Opportunity for one sponsorship per book printing. Your message gets top visibility. Post Card sized 4/1 insert from your supplied art with your offer and web information.
- **Media Insert Sponsorship - Quote depends on how CD or DVD is packaged and inserted.**  
One CD or DVD inserted per book printing.



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## Contributing Authors

Physician and Director  
of Health Stress  
Management  
South Africa

Occupational Health  
Officer  
Jamaica

Managing Director of a  
culture appropriate  
health promotions  
solutions  
AZ

Doctor of Chiropractic  
MO

Licensed Clinical  
Therapist  
WI

Wellness Coordinator  
IL

Occupational Therapist  
VA

## Private Label Book Sponsorship

- *Front Color Cover*
  - logo and banner personalization
- Included in the *package presentation* is your supplied
  - Book inserts; Package inserts;  
Response incentives; Promotional Material
- *1000 books of Healthy Profits for your promotional distribution*
  - Customers
  - Suppliers
  - Shareholders
  - Department Heads
  - Prospects
  - Trade Show distribution
- *Listing on Well Workplace Authority Web Site*

*Other levels of Private label Sponsorship are available*



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## Contributing Authors

Nutrition and Weight  
Management Coach  
FL

Occupational Education  
Information Trainer  
ME

Freelance Health/  
Wellness Writer and  
Consultant  
TN

Nationally Certified  
Massage Therapist  
IL

University Wellness  
Coordinator  
TX

University Prospective  
Health Care Program  
Manager  
OH

Human Resource  
Principals  
IL

## Full Podcast Sponsorship

- Sponsorship message will open and close approximately **30 podcasts**.
- Podcast promoted by each of the contributing authors who will develop and present content.
- Podcast will be available on iTunes and other download media.
- **Wellness In The Workplace Authority Site** (under development)
  - Designed to be the THE Authority site for wellness in the workplace
  - Repository of hundreds of content rich articles to draw massive search engine response
  - Visibility to your sponsored messages via the rich content
  - **Company sponsored top rotating banner – 10 months**
    - Page top banner rotation
    - Invites readers to view your in-depth pages and click through to your website and special offers
    - Readers incentivized to logon to the site

## Single Edition Sponsorship

- Sponsorship message will open and close up to **30 seconds of 1 podcast** in the series.
- Podcast promoted by each of the contributing authors who will develop and present content.
- Podcast will be available on iTunes and other download media.
- **Wellness In The Workplace Authority Site** (under development)
  - Designed to be the THE Authority site for wellness in the workplace
  - Repository of hundreds of content rich articles to draw massive search engine response
  - Visibility to your sponsored messages via the rich content
  - **Company sponsored banner – 10 months**
    - Banner page rotation
    - Invites readers to view your in-depth pages and click through to your website and special offers
    - Readers incentivized to logon to the site



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



## Contributing Authors

Doctor of Dentistry  
PA

Executive Director of a  
Wellness Institute  
WA

Health Coach  
MA

Physician and Health  
Educator  
CA

Licensed Massage  
Therapist  
PA

Vice President of a  
global energy and pe-  
troleum manufacturer  
TX

Corporate Wellness Co-  
ordinator  
WI

## Contact Information

**Sandra Larkin, CWPM**  
Certified Wellness Program Manager  
(815) 301-5802

**Book Website:**  
[www.yellowduckpress.com](http://www.yellowduckpress.com)

**Sandra's Website:**  
[www.sandralarkin.com](http://www.sandralarkin.com)

**Sandra's Blog:**  
[www.sandralarkin.com/blog](http://www.sandralarkin.com/blog)



## Meet Sandra

Sandra Larkin, President of Sandra Larkin Wellness Strategies, LLC is the creator of Strategic Wellness Solutions™, a customized onsite corporate wellness solution. She founded the company in response to her own challenges while attempting to balance corporate success and personal wellness. Sandra has first hand experience of being a valuable employee attempting to thrive and excel in a high pressured corporate environment while attempting to maintain health and personal development. Her personal story is riveting.

Sandra is a 20 year veteran of corporate America. She is known for her solid reputation, experience, integrity, and ability to deliver exceptional business results. Her corporate skills of project, time and people management as well as motivation and resource allocation are valuable assets to her clients. Sandra creates teams of people who value the employee, his or her knowledge, experience level, and individual contribution. She maintains these teams with high expectations while striving to improve the personal well being of each member.

Sandra's personal mission is "to help organizations become profitable, people become successful and employees contribute at a high performance level while maintaining personal health and wellness."



# Healthy Profits

A WELLNESS TRANSFUSION!

Help write THE book on Wellness  
In The Workplace.



Marketing Promotion Partner

**CreativeCore Media**

**.marketing.media.and.magic!**



**Anne Ward**  
847.854.1111  
Anne@CreativeCore.com

**Bob Sandidge**  
847.658.9273  
BobsDesk@CreativeCore.com

Professional Marketing  
Communications since 1971  
Www.CreativeCore.com

## *Partial List of Clients*

- Sandra Larkin - Corporate Wellness - (SandraLarkin.com)
- UeQuest Corporate Wellness - Marketing Campaign
- WEISS Memorial Hospital (JointUniversity.com)
  - Bob voices and produces spots on WBBM and WGN Radio
- Midwest Gift & Incentives (MidwestIncentives.com - Gifts & Incentives)
- Paul M Lisnek (PaulMLisnek.com - CNN, WGN, Comcast regular)
- MEGA Home Improvement (Home Improvements)
  - Bob is currently voicing/producing spots on WGN Radio
- Multi-Maintenance (Multi-Maintenance.com - Prof. Cleaning Services)
- Thermal Bags by Ingrid (Commercial Food Service Delivery Systems)
- The Way To Optimal Health LifeLine (Holistic Health Care)
- The David Lazear Group (Multiple Intelligence Author and Trainer)
- Dr. Robert G. Kohn (Psychiatry | Neurology - ADD/ADHD Brain Expert)
- K40 Electronics (Mfg./Marketer of Consumer Electronics)
- Wade-Partners (Consultants to the Automotive Aftermarket)
- ITW - Illinois Tool Works (Design and Manufacturer)
- Natrique (Irish Hair Colour Products)
- STATS (Sports Statistical Reporting division of News Media)
- Aetna Bearing (Automotive/Industrial Bearings)
- Pepper Group (Creative Marketing Studio)