

Media Kit

Dear Editor:

I think your audience would appreciate my recently released book titled, "S.O.S.: Success Or Sabotage; Transformation Self-Mastery for Entrepreneurs" which has a coaching/training course and website at www.SuccessOrSabotage.com.

This just-released first edition book helps heart-centered entrepreneurs and business women remove their doubts about their own ability, believability, deservability and permissibility and teaches them to take control of their lives...permanently. I teach a new concept called "The Law of Vibrational Theory™" using the "Focused Expansion Rule™" so that your readers can learn powerful, down-to-earth, real how-to's on how to get out of their own way and on the road to success.

What Others Are Saying:



Robert G. Allen, a New York Times best-selling author many times over since the 1980's, AND a close friend of mine, says: "For more than two decades I have been writing, lecturing, teaching and mentoring thousands of people about the importance of establishing multiple streams of income. I've been on the New York Times bestseller list with numerous books including Nothing Down, Creating Wealth, Multiple Streams of Income, and The One Minute Millionaire: The Enlightened Way to Wealth.

What I found was that those who I have taught and mentored and they didn't succeed in the ways they had hoped, had one thing in common...they sabotaged their own success, they basically got in their own way.

The media has referred to me as "the millionaire-maker" because of the great number of people who have taken my message to heart, acted on the advice I gave them, and became self-made millionaires. What's even more important is they have approached making their millions with an enlightened wealth approach.

I created a series of retreats and an internal mentoring program called "Inner Wealth" and gave it to our V.P. of Mentoring whose only thought was to have Katheryn Olsen lead that mentoring program. She mentored and coached those students injecting her own S.O.S. principles into the Inner Wealth theme and has helped so many of my students get past their self-sabotaging beliefs and on the road to wealth!

Katheryn Olsen, whom we also call "Coach Kat," the author of this transformational book, is one of my top mentors and famous within the Robert Allen companies. Whenever I speak with any of my students who have been touched by, listened to, or spoken with Kat, they gush about her and how she has changed their lives.

She will change your life, too.

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Kat's book delivers a truly important message that the masses need to know:

S.O.S. details the four major areas in which you doubt and question yourself. This evaluation helps you identify, through practical exercises, where you are getting in your own way. S.O.S. provides real and practical guidance using unknown and untold Law of Vibrational Theory techniques to realize your desires and goals.

Millions of people who have tried using the law of attraction with frustration will find this a refreshing and practical approach that no other book or program has ever offered and will truly find success, just like many already have.

I'm not aware of any other material like this available anywhere. There are so many books, programs and courses that just address the lack of "belief" and dealing with fears. There is nothing out there this complete. Kat goes into "ability, believability, deservability, and permissibility," and makes you face all your doubts in a gentle and endearing way. THEN, she ties it into untold strategies of harnessing the Focused Expansion Rule.

"S.O.S.: Success or Sabotage" holds a valuable place in my own personal resource library. Congratulations to you for making it a part of yours too. But don't just put this on your bookshelf. Use it!

*Many books will help you address your lack of belief and fears but **THIS BOOK** is what you will need for the deeper self-analysis to help you get out of your own way...permanently.*

Prosperously yours,

ROBERT G. ALLEN

I appreciate your time and consideration for what www.SuccessOrSabotage.com has to offer. If you're interested in learning more, please email me, Katheryn L. Olsen aka Coach Kat, at coachkat@SuccessOrSabotage.com or call me on my private cell at 801.564.9505.

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Author and Speaker Biography



Katheryn L. Olsen

“Coach Kat”

Self-Mastery Coach for Entrepreneurs

Katheryn L. Olsen has over 17 years life coaching experience, startup business consulting experience, and internet business building, marketing and training experience. She has been a mentor to thousands over the years.

Katheryn was appointed the lead head coach for Robert Allen’s Inner Wealth mentoring program which spanned 18 months. She injected her S.O.S. principles to assist the clients in getting out of

their own way and helping them avoid self-sabotage as they achieved more balance in the areas of “body, brain, being, time, people and money.”

In addition, she has developed, launched and published a variety of copyrighted internet educational curricula, such as “*Getting Traffic to Come to You*,” where she teaches you how to get 104 – 500+ unique visitors a day to your blog in 29 days, from nothing. She has also developed a video and audio series around this same book.

She has successfully consulted individuals and business owners internationally such as Ritchie Hale of ELAH Group, in all phases of internet marketing strategies, all while identifying how and why her clients seem to get in their own way. She has discovered the Focused Expansion Rule.TM In doing so, she has effectively brought together effective systems of self-analysis and practical, down-to-earth exercises to assist them in getting out of their own way. This leads to an effective and powerful harnessing of the Law of Vibrational Theory.TM

She has coached Olympic Gold Medalists, best-selling authors such as Cynthia Daddona, successful CEO’s, construction workers, nurses, website designers, university marketing directors, internet business gurus, authors, info-preneurs, real estate investors and agents, restaurant owners, graphic artists, eBay merchants, event planners, network marketers, home-based businesses, stay-at-home moms and even other successful coaches.

Kat has been featured over the years in Chamber of Commerce publications, as well as online international publications such as Examiner.com, writing and publishing articles on how to launch and improve business on the internet as well as the self-help industry.

She is also an active member of her local Davis Chamber of Commerce and a Founding Premier Member of the Women Speakers Association.

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8 x 10 professional headshot



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List of questions for media

1. What gave you the idea to write this book and create this course?
2. What is S.O.S.: Success Or Sabotage? What does it mean?
3. How and why did you choose this exact title, "S.O.S.: Success Or Sabotage"?
4. What is the "Law of Vibrational TheoryTM?"
5. What is the "Focused Expansion RuleTM?"
6. What is the Employee Mindset you refer to in your book and on your website?
7. What is the Entrepreneurial Mindset you refer to, also?
8. Who is this book and course designed for?
9. So, you mention that there are free video trainings that will help entrepreneurs understand the new concepts of "Law of Vibrational Theory" and the "Focused Expansion Rule;" how do they enroll in these free trainings?
10. Where can we find more information?

List of Media Appearances

WE Magazine For Women, featured interview May 1, 2013

Subject: meet Woman In Business Katheryn "Coach Kat" Olsen

In-depth interview about Katheryn Olsen, found at

<http://www.wemagazineforwomen.com/meet-woman-in-business-katheryn-coach-kat-olsen>

What A Woman Wants Expo, Keynote Speaker April 12, 2013

Subject: SOS, Success Or Sabotage" 45-60 minute presentation about the concepts and philosophies in the book and the release of the book

Heard by an audience of 10,000+

Sponsored by Duchess Unlimited and Kathleen's Bridal

StartupClub.tv online community Q & A February 28, 2013

Subject: "Question & Answer About Entrepreneurship and Internet Marketing"

StartupClub.tv online community webcam interview February 13, 2013

Subject: "Fun Talking With Katheryn Olsen"

An introduction to the philosophies behind Success Or Sabotage, the book and internet coaching

Found at <http://youtu.be/fmFoDJpmi6I>

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Favorable reviews

“Unique, terrific, and one-of-a-kind! Coach Kat has a clever knack for expressing some profound and important ideas about self-sabotage in a down-to-earth way. People who are serious about breaking past their limitations and into the success they deserve can learn a lot by studying this book. I know I did.”



Erfan Hettini
America’s Ambassador of Entrepreneurship
and the author of “101 Reasons You Should Fire Your Employer
& Start Your Own Business”



*Ritchie Hale of ELAH Group Ltd. (Australia), a client, says: “Having been coached by Coach Kat, we put in place all that she taught and here is the result from **one 48-hour campaign**.*

*We ran a web marketing exercise against **1050 subscribers** on our quilting double opt-in list. We sold 91 sets of DVDs at \$155 each earning ourselves **\$14,105!** That is a 9% conversion rate and \$13.43 per subscriber on average! Thanks loads for your guidance!”*



Cynthia Daddona
On-Air Personality
Author of “Diary of A Modern Day Goddess”
An Amazon.com Top Seller

Just wanted to thank you for all of your excellent coaching!

You jump started us into another realm of success and made it fun.
Thank you for your enthusiasm, insights, wisdom, examples and guidance.

We shall continue with our progress and we look forward to showing you our progress and success along the way.

We both wish you continued success.

With Gratitude,
~Cynthia Daddona of www.ModernDayGoddess.com
~James Stathis of www.CelebrateGreece.com

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I had some business experience as well as some experience in being coached. My previous coaching experience was on general leadership skills, so it was far different than having someone take me step-by-step through a well- defined course. I started with no real focus. That was my biggest problem, too many irons and they were all only luke-warm.

My coach helped me define what I really wanted and we had an action plan to get there. Normally, I would have gotten part-way through my action plan and switched gears, but Coach Kat helped me create a system to keep myself focused. That has become my anchor for getting things completed, as well as learning new things about myself.

There was a mountain of work ahead of me, but we were able to keep it modulized so that everything got accomplished and I was not tempted to “eat the entire elephant all at once.” I learned how to eat one bite at a time, and to be patient with myself. I liked that Coach Kat was picked with my current lifestyle and situation in mind. Our lives are parallel, although the events are not happening at the same time. She has really been where I am now, both professionally and personally, so we really related to each other. Because the rapport was developed right up front, we did not have to waste time with trust issues; we were able to just jump right in on the assignments.

I also really liked that Coach Kat worked from her computer instead of working from Starbucks or from her car on the highway. She was able to give me her complete attention and offer me real advice. She was also able to get emails that I sent her as we talked, and she was able to get on Google with me while we talked and help me find needed resources. She could not do that if she was not committed to me and my goals at every moment of our time together.

In addition, I liked that she showed appreciation for my commitment to the lessons and the sessions. She congratulated me along the way, and, once or twice, told me where I missed my mark. She did this as a coach and without judgment, so I did not feel embarrassed if I fell short. She trusted me to do my best, and I trusted her to assist me in filling in the gaps in my assignments during the coaching sessions.

~ Beverly Samuel, Kokomo IN of www.PhoenixImageInstitute.com

The greatest help came in the form of life coaching. Kat has excellent practices, such as the journaling, that I have continued to use as a daily help both in understanding my own habits, setting a daily plan, and helping to make sense out of confusion. Kat had a very well-rounded understanding of how I function as a person and we addressed the “hobby” mentality versus the “business” model and mentality.

Perhaps the biggest help was in my understanding that I didn’t need to know everything about a subject or project to begin it. I am walking in the dark a lot now, but I understand that it’s OK to know where one is going but not know how to get there. So, I just keep taking one step at a time even though I feel my learning curve on this project is very narrow, indeed.

~ Linda Bardes, Minneapolis MN

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The sessions were to the point and direct. I knew exactly what to expect before each coaching session and how to be prepared for them. I was able to quickly understand each topic and put the concepts and instructions to use. I think most importantly I learned how to follow up on my progress and make sure that I was on track and completing tasks that I had set for myself.

~ *Steven Minor, Norfolk VA*

The best thing about the process? Getting to know your story, hearing the same struggles I face and realizing I can do this. Also the control over my time thanks to accountability to time management techniques that I knew but had not been practicing.

What can be improved? ...I thunked and thunked and nuthin' clunked.

I am grateful for the guidance and your input in my life. All the best as you forge ahead with your future experience.

In Abundance,

Kent Farquarharson

...The accountability of completing tasks on a weekly or biweekly basis and having someone to bounce ideas and questions off of was what we liked best.

The program seemed really short...twelve weeks sure goes by fast! It was great help and I know we wouldn't be where we are today without it.

~ *John and Rochelle Roberson of www.TheFineChinaStore.com, Laredo TX*

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Youtube/Google+: www.youtube.com/SuccessorSabotage

Pinterest: www.pinterest.com/SuccessSabotage