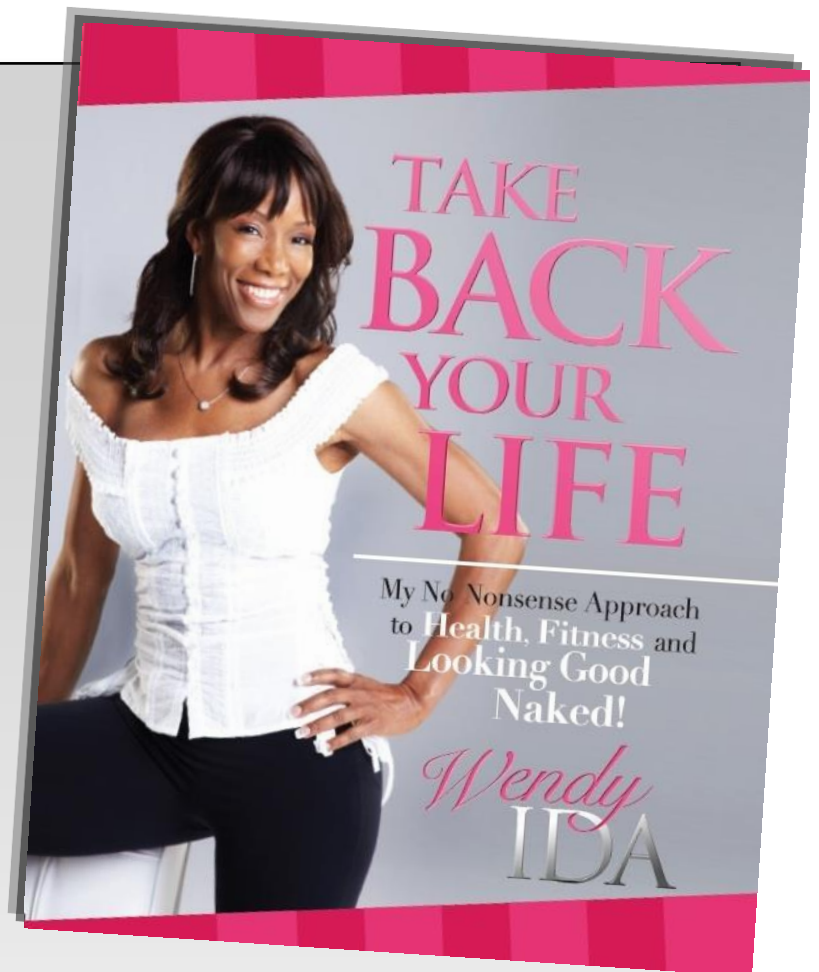


Speaking, Events and Media Tour by Wendy Ida

Wendy Ida is a best-selling author, speaker, life reinvention strategist, media personality, domestic violence survivor and “Ab Queen” who will connect your brand to women with purchasing power



Wendy Ida

**America's #1 Expert on Living Fit, Fierce, & Fabulous Life
Reinvention Strategist, Author, Speaker & Fitness Expert**

Wendy Ida Speaking and Media Tour will **CONNECT**

**Your Brand to the \$1.8 Trillion Dollar Market of
Women Over 40 with a 60+ Fitness Icon**



Wendy
IDA

Wendy Ida Enterprises LLC

P.O. Box 3124, Lakewood, CA 90711 • 323-522-4432

www.WendyIda.com • info@WendyIda.com



Part of the proceeds will be donated to RAINN to help victims of sexual abuse



Quick Facts



TAKE BACK YOUR LIFE Speaking, Events and Media Tour by Wendy Ida

- **Wendy Ida** is an author, speaker, life reinvention strategist, media personality, domestic violence survivor and an over 60 year-old “Ab Queen” who will connect your brand to women with purchasing power
- **Live events** include Take Back Your Life Summit
- **Multi-media campaign sponsors** to causes and initiatives that advocate for the empowerment of women over 40
- **Women make or influence 85%** of all purchasing decisions in the U.S.
- **Women over 40 are one of the most affluent consumer groups** that exist
- **Over 81 Million adults are past the age of 40**
- **40+ age group is the fastest** growing population segment
- **Multi-media marketing campaign** includes television, radio, social media, print and Internet media to brand your company
- **Cause-related marketing benefits** with charitable partner, Rape, Abuse, & Incest National Network (RAINN)
- **Sponsor benefits include** exclusivity in your category, branding, speaking opportunities, mobile marketing, VIP and hospitality, award presentations, traditional and new media, unique platforms, impressions, sampling, coupons, on-site sales



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- Connect your brand to the \$1.8 trillion dollar market of 40-plus women
- increase brand loyalty and cause-related marketing
- Educate women about your products and services
- Grow your customer base
- Drive sales and traffic

Goals for Sponsors

Take Back Your Life Speaking and Media Tour by Wendy Ida

Wendy Ida Enterprises LLC is creating opportunities that empower women over 40 to take charge of their lives, regardless of age. Wendy Ida is a healthy living model for this population.

Domestic Violence Survivor

Wendy Didn't Think She Would Live Past the Age of 43

Now Wendy Ida is a 60+ exercise dynamo, grandmother and domestic violence survivor.

Wendy was a welfare child who never had enough to eat. Then right out of high school, her mother died and Wendy married an abusive husband, bore two babies back-to-back, and for the next 13 years suffered the devastating effects of domestic violence. She was in poor shape, had bad health and low self-esteem, and was at the point of giving up. She didn't think she would live past the age of 43.

Soon after meeting a personal trainer, Wendy's fitness career began. She managed to leave her abuser, improve her health and dwindle down to a rock-solid size 4.

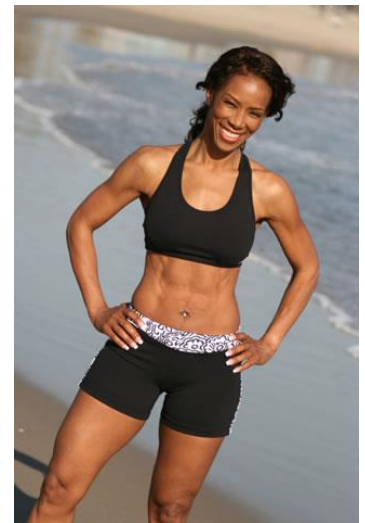
Taking Back Her Life as the "Ab Queen"

Known as the "Ab Queen", Wendy holds several national certifications and has a special talent for inspiring and motivating people to surpass their potential and reach their unique greatness. She often says, "It's never too late to Take Back Your Life."

Media Personality, Bodybuilding Champion and Guinness World Records Holder

Now Wendy is a popular media personality and life reinvention strategist. She is also an eight-time award winning National Champion of top trophy awards in the NPC Bodybuilding and Figure Championships.

Wendy Ida set 2 Guinness World Records for the most burpees in one minute (37) and as the oldest active fitness instructor/coach/trainer who, over the age of 60, still actively teaches classes in multiple fitness disciplines.





All About Wendy Ida Speaking, Events and Media Tour

Take Back Your Life Book

In Wendy Ida's book, ***"Take Back Your Life: My No Nonsense Approach to Health, Fitness and Looking Good Naked!"***, she focuses on the mindset, teaches motivational techniques and outlines her 90-day plan for women over 40 to feel strong and sexy and guides them to take back control of their bodies and look good.

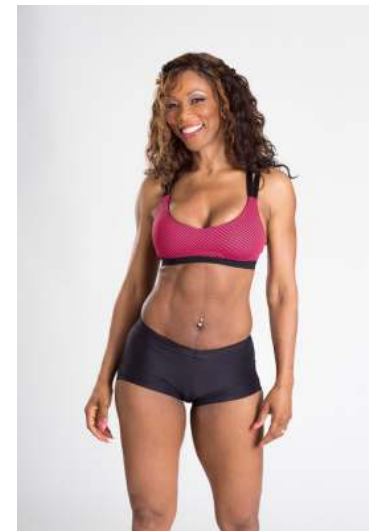
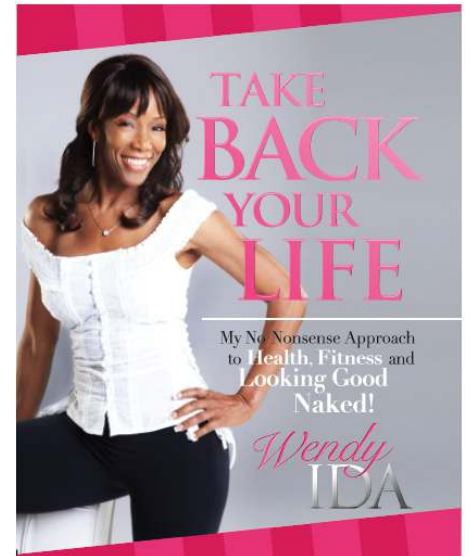
She creates a "no excuse zone" that effectively neutralizes the most common reasons people avoid eating well and exercising, and shows them how to push through anything from divorce and career changes to overcoming peer pressure for burgers and fries.

Take Back Your Life Events

Live Events Connect Sponsors to Causes and Initiatives that Advocate for the Empowerment of Women

The events offer

- Prominent guest and sponsors
- Branding for sponsors
- Entertainment and award presentations
- Product giveaways
- Cause marketing about domestic violence
- Inspirational platforms for women to achieve their dreams
- Sponsor presentations
- Press and media opportunities



Platform Growing to over 13 Million with Extended Reach

Wendy Ida Enterprises, LLC is growing rapidly and moving toward being the number one life reinvention strategist and fitness authority for women over age 40.



Sherri Shepherd & Wendy Ida

She is catching the eye of notable celebrities like Sherri Shepherd of "The View", With countless, energetic, fun loving appearances on **Dr OZ, ABC, Inside Edition, Fox and more.** Wendy is becoming a household name. By next year, Wendy Ida's database of fans and followers has reached over 50k people and Wendy's platform has increased across the board by 300% and is now in the millions.



Boris Kodjoe, Wendy & Nicole Ari Parker



Sponsor Benefits

Some promotional opportunities can include, but are not limited to:

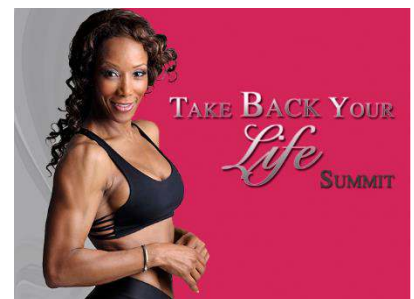
- Exposure in the media campaign to local and national media outlets
- Hyperlink on official web site
- Cross promotions with strategic alliances and sponsors
- Enhance your cause-related marketing by participating in a brand that empowers the \$1.8 trillion dollar market of women over 40
- Exclusivity in your category
- Exhibitor opportunities, signage, and your company representatives at official event
- Promotion in social online media
- Branding on a national resource list
- Speaking opportunity at the events
- Option to provide premiums in show bags
- Online contests
- Free ad in program book
- Option to provide prize giveaways for contests
- On-site sales, sampling, and couponing opportunities
- VIP passes for staff and special clients
- Promotion in upcoming media
- Dedicated campaign with pre-marketing and follow-up promotion
- Email blasts to Wendy Ida Community
- Press releases to local and national media outlets
- Product placement on TV and Videos
- Customized surveys of target demographic with purchasing power
- Endorsement seal and marks to use on your products and services
- Wendy Ida as spokesperson for your company
- Satellite tours
- Mobile marketing
- Increase media exposure through Wendy Ida Take Back Your Life events, online media and her writing as a columnist
- Option to provide prize giveaway at live events
- Making A Difference Award with photo opportunities and media
- Sponsor Mentions in Press Releases from Wendy Ida Enterprises LLC



Wendy Ida at Her 60th Birthday Gala going for the Guinness World Record for the most burpees in one minute (37) and as the oldest active fitness instructor/trainer.

Take Back Your Life Summit

At the Take Back Your Life Summit, women will experience true-life transformations. It doesn't matter what age they are, where they come from or what they've been through. Women will leave the summit with a heightened dose of inspiration and motivation on how to "Take Back Your Life" and they will learn through experiential techniques and the TBYL Formula how to re-invent their lives after 40, recapture their youth, restructure their bodies and feel sexy, alive and empowered again.





Demographics of Women Over 40 with Purchasing Power

Key Facts

- **Women over 40 are one of the most affluent consumer groups that exist**
- Over **81 Million adults** are past the age of 40
- **40+** age group is the **fastest growing** population segment
- **Women over 40 exercise more**, on average, than the average person
- **Not only do women over age 40 compete for jobs in the workplace**, but they also understand the health benefits of remaining physically fit and dealing with emotional baggage
- **Women over 40 recognize that they stand on the threshold of the second half of their lives**—and they have high expectations
- **Spending on general entertainment is 33% higher** than the average consumer for 40-to-65-year-olds
- According to Fast Company, “the 40-plus age group is now **45% bigger** than the 18-39 group



Income and Purchasing Statistics

- **Income range is \$75,000 - \$150,000**
- Per Capita income is **28% higher** than other groups
- 7 in 10 couples aged 45 to 65 are **dual-earners**
- Women **over 50** spend **\$21 Billion on clothes** annually
- Over **70%** of seniors are willing to **try new brands**
- **43% of all new cars** are purchased by seniors
- Seniors account for **over 40% of total consumer demand**
- **92%** of seniors **shop online** & **78%** make online **purchases**
- Over **65%** of Seniors **stick with brands** if they like them
- Diversity: African-American, Latina and Caucasian women
- Education level: Mostly college educated
- Boomer and Gen X women buy 80% of U.S. healthcare services and start 70% of all new businesses.¹ Women also buy 80% of all books. Millennials are growing and making an unexpected large impact as well.
- Psychographics: Women over 40 are looking for hope, inspiration, and guidance to learn how to empower their lives, be healthier, live longer, look better, be happier, feel sexier, and gain a sense of control again.
- Tapping into this demographic provides sponsors access to tremendous purchasing power and consumer needs.



Strategic Alliances



CEO Space with founder and CEO Berny Dohrmann, is a global organization in their third decade of serving business owners, executives, and entrepreneurs in over 140 countries.



An Empowered Woman. A premier resource center for women professionals and entrepreneurs with media, live events and online members communities founded by Desiree Doubrox.



SWAT Institute Founded by Crystal Andrus, a worldwide leader in the field of self-discovery and personal transformation, a best-selling author, international motivational speaker, radio show host, women's health advocate, and the founder of The SWAT Institute.



The Power Networking Conference was founded by Dr. George C. Fraser who is Chairman and CEO of FraserNet, Inc. He is one of the foremost authorities on economic development, networking and building effective relationships for this global movement.



Master Connector Group International is a professional networking and business development organization providing connections and resources for Entrepreneurs and Business Professionals in business to connect and grow.



Media Mentions



Wendy has appeared in all forms of public media, and will maintain a strong presence in front of the consumer. It is expected that Wendy will return to and receive support from the media she already has an established relationship with including but not limited to the following:

ABC News
Boomers Lifestyle Magazine
Beauty, Fitness & Wellness (BFW) Magazine
Fox Sports Net
The Lifetime Channel
CNN
TV1
Essence
Kalon Women Magazine
Decisive Magazine
BET TV (Black Entertainment Television)
Women's Lifestyle Magazine

So Real Magazine
Beauty, Fitness & Wellness Magazine
Solo Woman Magazine
Awareness Magazine
Flex Magazine
Ironman Magazine
San Diego 6 CW TV
Cabarrus Magazine
BodySport.com
Black News.com
Maximum-Portal
Straight from the Horse's Mouth, 1680AM

Inside Edition
Dr OZ
Fit Figures Magazine
Real Muscle Online
Australian Bodybuilding
Nestles Power Bar website. Author is leader and Fitness Professional, 100,000 unique visitors a month
Reality Fitness TV show pilot shot with Red Carpet Events
NBC "Jeff Probst Show"
BBC Mini Show

Ultimate Marketing Plan

National presence will be created through media, book sales, social media, digital promotions and various promotional opportunities throughout the US.

The campaign will be wholly composed of three parts designed to attract consumers from all marketing angles to Wendy's work.

Promotion Campaign

Focus groups were held to determine the best cover for shelf display, and those surveyed were questioned concerning typography, color scheme, cover layout, and book size. Book title was also up for consideration, and *Take Back Your Life* received the most votes.

Website

The website WendyIda.com will provide a steady stream of information directly from the author and track her media and signing appearances throughout the United States.

Social Media

The author will also be heavily engaged in Social Media, producing updates for Facebook, Instagram, LinkedIn, YouTube and Twitter for all of her followers to get a continuous stream of new material. Ms. Ida currently has over 100,000 followers on social media and that number is rising rapidly.

Charitable Partner: RAINN

RAINN (Rape, Abuse & Incest National Network) is the nation's largest anti-sexual violence organization and was named one of "America's 100 Best Charities" by Worth Magazine. RAINN created and operates the National Sexual Assault in partnership with more than 1,100 local rape crisis centers across the country and operates the DoD Safe Helpline for the Department of Defense. RAINN also carries out programs to prevent sexual violence, help victims and ensure that rapists are brought to justice.





Advisory Board and Management Team



Linda Hollander is known as the Wealthy Bag Lady. She is the author of the #1 best-selling book, *Bags to Riches*, founder of the Women's Small Business Expo and CEO of Sponsor Concierge.



Dr. David Gruder, PhD, DCEP, is the executive director of Integrity Revolution in Del Mar, California. An international speaker, trainer, and consultant, he has for thirty years taught the skills necessary for creating sustainable happiness, health, and prosperity without sacrificing integrity, ethics, or social responsibility.



Suzy Prudden is a prize winning international speaker, workshop and seminar leader, and best-selling author. She is the author of 12 books including the best selling, *Suzy Prudden's Spot Reducing*, *Itty Bitty Weight Loss Book*, *MetaFitness: Your Thoughts Taking Shape*, and *Change Your Mind, Change Your Body*.



Bob Circosta is television's first ever home shopping network host and has achieved over one billion dollars in personal product sales on live television. Circosta is considered one of the pioneers of the home shopping industry.



George Thompson is a Registered Investment Advisor and Managing Partner of Thompson Wealth Management (TWM). George's life mission is to help people from all walks of life achieve their personal and financial goals



Thomas E. Jandt is the Founder & President of The Private Client Group, offering Securities through AIS Financial, Inc. Member FINRA/SIPC. Thomas is also the Founder & Chairman of Champions & Heroes Foundation, a nonprofit organization developed for the purpose of helping important charities raise more funding through partnerships with financial services firms



David E. Stanley

From the age of four, David Stanley was raised as stepbrother to Elvis Presley. And on August 16, 1977, David was among the first to find the lifeless body of Elvis Presley---the man who had been his brother, friend, mentor and surrogate father. Today David Stanley is a bestselling author, film maker and speaker in the field of self-development. He is the co-author of the New York Times Bestseller, "Elvis We Love You Tender" and author of "Raised on Rock" and "The Elvis Encyclopedia". His latest book is *Conversations with the King -- Journals of a Young Apprentice*.



Desiree Doubro is the founder of An Empowered Woman, a premiere networking and mentoring group for women business owners. She is a television and radio host as well as upscale event producer and the face of the new woman entrepreneur.



Present and Past Sponsors and Clients

The following are Wendy Ida Enterprises LLCs present and past sponsors:



Testimonials: What People are Saying



"Wendy Ida is the real deal! I have with pleasure asked Wendy to speak at several events hosted by our organization and each time have found her to be a very dynamic and powerful speaker. I would hire her again and again any day because she is so motivating, definitely speaks from the heart and creates an experience for everyone she addresses every time she speaks.

Michelle Patterson, Executive Director of California Women's Conference & CEO of Women's Network



"Wendy Ida is the ultimate professional...and is extremely knowledgeable. She understood what I was going through and was able to give me the necessary tools to make positive changes and OWN my life again. She's a great role model for both men and women. When she is training, it's about the workout and the results." I found myself having "ah-ha" moments while reading her book too. Thank you Wendy!"

Cindy Popp, Producer/Director, CBS's "The Bold and The Beautiful"



"Wendy will help you get out of your unhealthy comfort zone. Wendy made the connection between good health and achieving one's dreams. The Take Back Your Life program will require that you make the decision that you want to live!"

Les Brown - Motivational Speaker & Best Selling Author



"Wendy understands the issues facing people at midlife and we highly recommend her common sense approach to bolster a person's self-worth through nurturing healthier habits. On every page, you can feel her passion and belief that you can transform your health and your life...no matter what~ Read her book, follow her advice and get ready to take back your life!"

Jeanne Peters RD & Allen Peters MD; Co-founders of the Nourishing Wellness Medical Center



"I've taught fitness for over a decade and learned more from Wendy Ida than any certification course I've ever taken (& I've taken 7). Plus, just look at her! If she can look that good at her age, I know I will get my body back after this baby by using the methods in her book."

Kaia Van Zandt, Author and Cover Model



"Wendy is absolutely one of the most dynamic, insightful, and as you most likely already know, beautiful women I have ever had the privilege of meeting! Folks, this woman is truly a Goddess among mortals. I am so thankful to have invited her into my life. Thank you for your assistance and trusting me with your time and knowledge Wendy. I definitely realize my stellar fortune in having you as my mentor, trainer and coach.

Jay Jay, VP of Talent Acquisition for ImagineIT INC.



"In "Take Back Your Life", Wendy Ida's comprehensive yet easy-to-understand explanations are empowering and results oriented. "Take Back Your Life" is a must read for anyone who wants to gain control of their most precious asset, their health!"

Peter McCarthy, CEO AHI Productions, Inc., Certified Traditional Naturopath