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THE POWER OF WOW: Become the Woman You Are Meant to Be

Women are told all the time that if they just have confidence, their lives will change and the world will be theirs. But how does one go about developing that confidence? Whether they've reached a certain age and feel invisible or have been consumed with the demands of work and family, the fact is that millions of women in this country are itching to get their sexy back. *THE POWER OF WOW: A Guide to Unleashing the Confident, Sexy You* by Lori Bryant-Woolridge is the first confidence-building primer. It gives women proven tools and techniques to create new confidence by elevating their esteem and maximizing their sensuality.

Author and sensuality coach, Lori Bryant-Woolridge, believes that every woman has the innate qualities to be a healthy, confident, sexual being and she has spent years developing the strategies in *THE POWER OF WOW*. In 2007 she founded Stiletto U, a virtual university that has been helping women of all ages, sexual orientations, ethnicities and relationship statuses get more sensuous, sexier, happier and more confident about *who* they are, exactly *as* they are.

Broken into three categories focusing on "Individual Wow," "Social Wow" and "Sexual Wow," the exercises in *THE POWER OF WOW* do not offer a quick fix or promise that you'll emerge from this work a sex goddess or bombshell. Rather, Bryant-Woolridge asks readers to embark on the program as though they were enrolled in a college course, moving through the exercises one at a time, taking as long with each as is needed. This is the curriculum for Stiletto U, shared here for the first time.

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After the self-reflection and deep exploration of one's world and relationships evoked by THE POWER OF WOW, readers will experience a confidence renewal from the inside out that touches everything from home to wardrobe and self-pleasuring. Lori Bryant-Woolridge helps unpack the social, moral and religious roadblocks that stand in the way for many women, and teaches women how to enhance their lives, families and homes, increase their happiness quotient and make the hard times much more pleasant.

ABOUT THE AUTHOR

Lori Bryant-Woolridge is a sensuality coach and Emmy award-winning writer. After spending 15 years in the broadcast television industry, she wrote three Essence bestselling novels, *Read Between the Lies*, *Hitts & Mrs.*, and *Weapons of Mass Seduction*. She is editor of Cleis Press's *Can't Help the Way That I Feel*. Bryant-Woolridge is uniquely qualified to be Dean of Stiletto U; a lifelong sensualist, she met and became engaged to her longtime husband in six days.

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THE POWER OF WOW: A Guide to Unleashing the Confident, Sexy You

by Lori Bryant-Woolridge

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Student Testimonials for

The Power of WOW: A Guide to Unleashing the Confident, Sexy You

By Sensuality Coach and author, LORI BRYANT-WOOLRIDGE

“This program is so much richer than its fun exterior would indicate. It’s really centered around issues of authenticity and self-worth, and the benefits are there not for just the personal/intimate relationships, but for all relationships. Through Stiletto U, I woke up to appreciating and being more alive in the world, and that’s a gift worth its weight in gold.”

~~ Gigi, Class of '09, 43, Single

“I love that I’m no longer feeling so closed off sexually. Feeling happy has made me feel attractive and appealing again.”

~~ Antoniette, Class of '08, 52, Married

“Before Stiletto U, I felt that sex was an obligation and something that happened to me. A big part of me was scared and ashamed to claim my desires. Now...I feel so much more powerful in my relationship. I’m doing my part and we’re both having fun.”

~~ Janine, Class of '08, 25, Single

“Stiletto U helped me figure out who I really was, not just who I thought I was. Now I live outwardly what I feel inwardly. What I ultimately learned was how to express myself and make the most out of my life, instead of waiting for a man to acknowledge me so I could start living.”

~~ Virginia, Class of '07, 42, Divorced

“I am so happy! The biggest gift I gave myself since graduating from SU is giving myself permission to live the way I want without caring what other people think. Now I feel that I am truly the woman that God intended me to be.”

~~ Dina, Class of '07, 35, Married

Suggested Interview Questions for
Sensuality Coach LORI BRYANT-WOOLRIDGE, Author of
The Power of WOW: A Guide to Unleashing the Confident, Sexy You

Q. What, as a sensuality coach, do you teach?

A. Society is great at teaching women how to be good at what they do, but nobody really teaches women to be good at who they are. That's why I founded Stiletto University, a virtual university that advocates healthy, sensual living. By emphasizing the power and pleasure of living through their five senses using my Stiletto U curriculum, I put women in touch with their sensual core and help them feel more confident, grateful, charming and sexy in their own skin. And by popular demand, I help women get (or find) their sexy back.

Q. How does living sensuously build confidence?

A. Your sensory preferences are gigantic clues to who you are at your most authentic level. With that understood, sensuality is the backbone of a woman's self esteem because as women learn to live through their five senses, they begin to understand who they truly are and get in touch with their individual uniqueness. It's from this authentic foundation that they have the confidence to go out and live life on their own terms, whether it's socially, professionally or sexually.

Q. So how does one become a sensual person?

A. Well, when you think about it, nearly every single one of us starts out being raised to be sensual. As babies, there's nothing we touch, taste, smell, feel, see or hear that isn't designed to stimulate pleasure and comfort. And then, somewhere around three or four, we rip away the cocoon and life becomes a series of scheduled events. Nothing is done for sheer pleasure anymore. We must now accomplish something. There simply isn't time to smell the flowers. Kids have places to go and people to see and play dates to attend. In the process of teaching them how to become productive, educated, going-doing human beings, we turn our butterflies into busy bees and systematically take away their gift of sensuality.

Q. Then as adults how do we regain it?

A. As adults in today's society, we basically purchase our sensual experiences, whether it be a spa visit or going on a Hawaiian or Caribbean vacation to feel the tropical wind on our face, see the magnificent sunset or taste the salty lick of the sea. We ignore the beauty that surrounds

us daily and by doing so, become blind to its existence. But now, with the economic downturn, so many of us don't have the disposable income to buy our sensual pleasures, and we're getting more and more disconnected from the full range of our senses.

Thank goodness the fix is easy and free! There is so much joy buried beneath the everyday reality of our lives. First, begin with nature. By simply noticing the loveliness around you, you'll find that immediately you feel more appreciative, grateful and happier.

Next, make a conscious effort to incorporate the textures, colors, sounds, scents, and tastes that speak to your sensual self, into your daily routine. Make meal time, for example, a mindful experience. Don't just stand at the counter or sit in front of the television and shovel your food down. Be in the moment. Savor the taste and texture of your food. By integrating sensuality into all aspects of your daily life, you'll notice right away how your mood lifts. And in terms of sex, being in touch with your sensuality really goes a long way toward bringing sexy back and creating a real lust for life.

Q. What exactly is WOW and why is it so powerful?

A. A woman's WOW is that undefineable 'it' factor that we tend to see in everybody else other than ourselves. At bottom: WOW is positive energy in motion. It's an energy that turns heads, holds people's attention and has them wondering, "who is that?" Most women mistakenly count looks, wardrobe, body type, and fame among the necessary ingredients to possessing the 'wow' factor. In reality, a woman's WOW is acquired by first understanding herself, next, cultivating her unique brand of WOW through her signature look and lifestyle choices, and then confidently going out into the world secure in the knowledge that being herself can never be wrong.

A woman's unique WOW is powerful because with that inner feminine confidence, one begins to trust her own instincts and ability to make decisions about the people and issues that affect her life. In a nutshell, a woman with WOW is powerful because she is capable of making friends and influencing people in all the right ways, and for all of the right reasons.

Q. And what makes you book, *The Power of Wow: A Guide to Unleashing the Confident, Sexy You* different from all of the other self-help books available for women?

A. First, *The Power of Wow* is a user-friendly, joy-driven curriculum that doesn't attempt to teach women to become something different, but rather bring into balance the qualities they already possess but can't see or don't use. Secondly, the book teaches women to be sexy for themselves, not for anyone else. So, yes, we discuss lingerie and stiletto heels, but not simply as a tool of enticement, but rather a declaration of a woman's sexual self. Should she be so kind to share them, all the better! So rather than emphasize a woman changing her physical

image, *The Power of Wow* goes deeper and helps women achieve a true attitude shift and change not only their clothes, but the way they see themselves. And this affects the way they do business, both in and out of the bedroom.

Q. If you could offer one piece of advice to women, what would it be?

A. My one piece of advice would be, “Dare to be yourself, and lead with your strengths instead of your perceived weaknesses.” One of the greatest ‘ah ha’ moments each of my students experiences is when they realize that people are responding to them positively, and with interest, when they forgive themselves their imperfections and allow themselves to be real. These initial positive responses are a real confidence boost, and from there, they truly internalize the idea that being themselves can never be wrong, and act accordingly.

How? Here are five tips to get you started.

- 1. Rediscover your sensual world. Find joy where you stand and immediately up your happiness quotient.**
- 2. Stop trying to change yourself to fit an image, and redefine your self-image.**
- 3. Identify your personality and physical strengths and do everything you can to enhance them.**
- 4. Learn how to gracefully accept and believe the compliments you receive, and use them to build your confidence (not ego!)**
- 5. Smile! You know the old adage, “Smile, and the whole world smiles with you.” Share your wow by being positive energy in motion.**