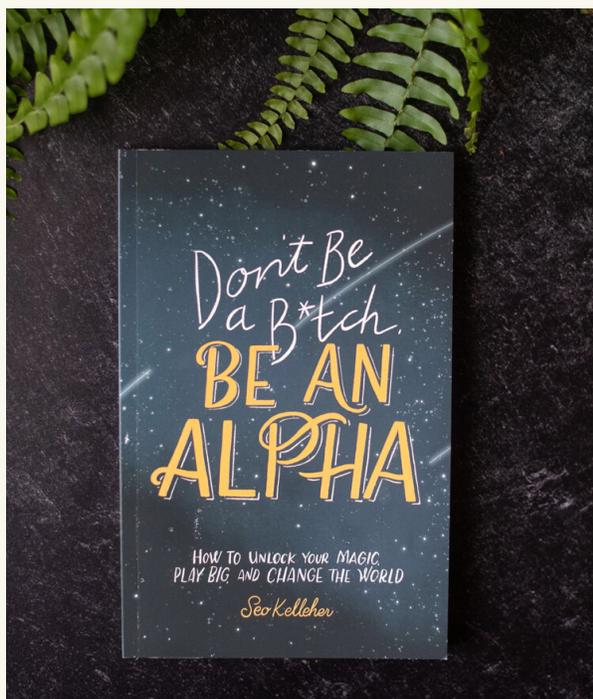


DON'T BE A B*TCH, BE AN ALPHA

HOW TO UNLOCK YOUR MAGIC, PLAY BIG, AND CHANGE THE WORLD

By Seo Kelleher



It's a wild, wonderful time to be a woman in the world.

Women are breaking down boundaries, kicking ass in the workforce, and making our voices heard. Our dollars are more powerful, our careers more dynamic, our voices louder, and our identities more diverse than any other time in history. And yet... We're still faced with double standards, higher hurdles, and more compromises than our male counterparts — often working twice as hard to achieve half as much, while facing double the criticism. If we're too quiet, we're weak and passive; too loud, we're shrill and aggressive. Alpha women are standing together and saying enough.

Alpha Sisters Publishing
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Pub Date: 1/28/2020
Trade Paperback, \$14.99
5.5 x 8.5, 156 pages
Self-Help / Social Science

Don't Be A B*tch, Be An Alpha will help you:

- Gain a deeper understanding of your true passions
- Tap into your intuition and learn to trust your instinct
- Release the roadblocks of your past and fearlessly go after what you want

"This book is filled with the kind of advice you would get from your best friend, if that friend was full of insight about how to be your best self. I believe I will refer to this book again and again and share it with friends for years to come."

- Michele Jones

Don't Be A B*tch, Be An Alpha is a must-read for millennial women who are ready to play big, take charge, and establish leadership of their lives -- everywhere from the boardroom to the bedroom, and beyond.

When you claim your authentic power and trust your intuition you can change the world. Are you ready?

AVAILABLE AT INGRAM AT A FULL TRADE DISCOUNT



"You could literally open to any page in this book and find insight, inspiration, and wisdom for creating confidence and fulfillment.

A must read for any woman who has been told she is "too much." I loved the format with small sections, personal stories, and illustrations which made reading it feel like a conversation with a wise friend."

- Shannon Siriano Greenwood

About Seo Kelleher & Alpha Female Sisterhood

Seo Kelleher is an intuitive coach, spiritual mentor, and the founder of Alpha Female Sisterhood. She believes all women can build the lives they want to live and achieve happiness and success. She doesn't just talk the talk; she walks it too. Seo holds advanced degrees in Marketing but left corporate America to become an entrepreneur in the fitness industry, and despite finding an abundance of success, left that career path to begin coaching women spiritually and emotionally by following her own intuition. She later founded a support group for women called Alpha Female Sisterhood.

Founded in 2016, Alpha Female Sisterhood is a community for high-performing women to support one another, embrace their intuition, and expand their life and careers by sharing guidance and healing.

"Seo's book is like a warm, comforting friend. I found myself going back to it and re-reading her excellent, well-rounded advice. I love the practicality combined with the simplicity of the suggestions she shares. I feel inspired, supported, and ready to show up in the world even bigger now that I've read her book!" -Mira Zaki

Marketing Plan



- Extensive print and digital campaign, local and national, focusing on book reviews, book pages, feature sections and lifestyle sections
- National virtual book and blog tour
- Extensive online and social media campaigns utilizing Seo's reach of over 25K followers across social media platforms
- Aggressive review campaign
- Giveaway campaigns through Book Funnel and social media outlets
- Full scale on-going National Radio, TV and Print Media Campaign
- Public library campaign to include librarian review outreach
- Podcasts & live in-person events promotion focusing on topics such as women's empowerment, leadership, business, spirituality, and healing.

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