



PUBLICITY

- ▶ Author speaking/signings/readings at various chambers, businesses, book stores and other book retailers
- ▶ Book group raffle: book groups who select *Ignition* as their read, and send in at least 4 member's receipts for *Ignition* get entered into a drawing for author Chris Vasiliadis to remotely conference into their book group.
- ▶ Podcast interviews

BOOK DETAILS

Title: *Ignition: A Professional Woman's Guide to Energized, Burnout-Proof Living*

Author: Chris Vasiliadis

Genre: Self-Help/Personal Growth

ISBN: 978-0-578-43533-6

Trade Paper: 166 pages

List Price: \$14.99

Publication Date: April 30, 2019

HOW TO OBTAIN THE BOOK

For booksellers: Ingram Book Company
<https://ipage.ingramcontent.com/ipage/>

For other organizations and event planners:
orders@momentonepublishing.com

CONTACT AUTHOR CHRIS VASILIADIS

at www.prioritywellness.com

BOOK SUMMARY

Ignition: A Professional Woman's Guide to Energized, Burnout-Proof Living is a personal growth book that ushers women into ways of doing and being that ignite their energy and avoid burnout. Chris Vasiliadis, whose multiple sclerosis diagnosis indirectly led to launching her health coaching career, wrote *Ignition* to help women press pause, re-evaluate the chronic "busy-ness" that's running them into the ground, and elevate their performance. In its three parts, using exercises, questions, tips and women's stories, readers craft their own path through *Ignition's* elements for energizing and burnout-proofing their ways of living, ultimately creating a customized ninety-day action plan.

SELLING POINTS

The badge of honor in being constantly busy is rampant in our society. Professional women with their infinite to-do lists, striving to do it all, burning themselves out in the process. It doesn't need to be or stay this way. We can perform effectively in ways that don't compromise our health and well-being, and *Ignition* shows readers, in a compassionate and supportive tone, how to make this happen.

ENDORSEMENTS/TESTIMONIALS

“A thoughtful, impactful treatment of a topic that scares a lot of us. How do we focus on our own wellness? Where do we start? Chris addresses these subjects with love and compassion, keeping it simple and approachable. I thoroughly enjoyed reading *Ignition*, and found it to be very user-friendly. It allows the reader to do as much as she feels able to at the time, also knowing that there are more ideas in the book to refer back to. *Ignition* never feels overwhelming or implies 'you must do all of these things'.”

~Leah Carey, *Leadership and Organization Development Consultant and Coach, Entrepreneur, Author, parallelminds.com.*

“Easy to use, warm, encouraging, practical, empowering, engaging and inspiring. I'll be recommending *Ignition* to clients and especially like that they can choose specific areas of focus depending on what is most pressing.”

~Deb Busser, *Executive Leadership Coach, energyspringleadership.com*

“*Ignition* is packed with helpful ideas and information. I've already put a few ideas into practice toward accomplishing my top goals.”

~Susan Altman, *Managing Editor in policy journalism*

ABOUT THE AUTHOR



Chris Vasiliadis, a National Board Certified Health & Wellness Coach, inspires people to use their well-being as their secret weapon to successfully lead their life. Working both one-on-one and speaking in professional, healthcare and corporate settings since founding her business, Priority Wellness, in 2008, she has helped countless individuals energize their health, avoid burnout and improve their performance. Choosing to prioritize her wellness after her multiple sclerosis diagnosis in 2005, Chris has been relapse-free for over 12 years. A lover of reading and writing since childhood, *Ignition* is her first book.