

# CASE STUDY



<b>BOOK</b>	<i>Fight Fatigue: 6 Simple Steps to Maximize Your Energy</i>
<b>AUTHOR</b>	Mary Ann Bauman, M.D.
<b>GENRE</b>	Women's Health
<b>PUBLISHER</b>	Tate Publishing
<b>PUB DATE</b>	March 2006



## Opportunity

Dr. Mary Ann Bauman contracted Phenix & Phenix to manage the publicity campaign for *Fight Fatigue: 6 Simple Steps to Maximize Your Energy*, a self-help book that explores the number one reason why women seek medical health: fatigue.

## Strategy + Implementation

With self-help books flooding the market, we needed to find a new approach to the old topic of fatigue. Instead of looking at fatigue as a general health issue, we decided to focus our outreach on one of the "how to" concepts in the book: how women can identify hidden "energy thieves" in their lives. Focusing on a "how to" concept that women can easily implement allowed us to demonstrate the usefulness of the book in everyday life.

We also searched for other unique culprits behind the loss of energy in women's lives. One major contributor to fatigue and stress is over-scheduling. As a secondary angle, we used the concept of "the lost American weekend" to highlight how overscheduled lives have led to the disappearance of relaxation and "down time" on the weekends resulting in an increase in stress and fatigue.

Finally, we leveraged Bauman's broad medical credentials throughout the campaign, pitching her for expert source opportunities on a wide range of topics related to women's health. With these angles and the author's credentials, we then reached out to health and women's publications across the country.

## Reach

Our strategy earned interview opportunities and article placements for the author and book with national magazines such as *SHAPE*, *Balance*, *Health*, *Women's Health*, *Women's World*, *Redbook*, *Ladies Home Journal*, *WebMD*, *Cooking Life*, *Whole Life Times*, *American Fitness* and many more. Bauman's expertise was so valued that several editors conducted multiple interviews with the author on a variety of health topics.

*SHAPE* magazine loved the lost American weekend concept, and in the August 2006 issue, ran an article titled "Reclaiming your weekends" featuring Bauman and *Fight Fatigue*. In November 2006, *Health* magazine focused on the energy thieves concept, highlighting "3 strategies to beat energy thieves" from Bauman's book in the feature article "This is your wake-up call! We've got the energy-boosting strategies to look and feel great."

*The Oklahoman* and *Tulsa World*, daily newspapers in the author's home state, also examined the issue of energy thieves in feature-length articles about Bauman and *Fight Fatigue*. Combined circulation figures for the print media opportunities secured total more than 25 million, with estimated impressions reaching nearly 100 million.

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Additionally, Phenix & Phenix secured more than 25 radio interview opportunities for the author with health and women's interest shows across the nation, including the nationally syndicated "Living Successfully" with Bob Keeton, and "The Frankie Boyer Show" syndicated through Sirius Satellite Radio. Also included in the author's broadcast tour were three in-studio interview opportunities with television stations in Tulsa and Oklahoma City.

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