

1555 N. Dearborn Pkwy
Suite 20D
Chicago, IL 60610

P 312.925.5377

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ROMANCE AROUND THE CORNER

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For additional information on this title, contact:

Valerie Beck

1555 N. Dearborn Pkwy

Suite 20D

Chicago, IL 60610

P 1.312.925.5377

romancearoundthecorner@yahoo.com



FROM DATING DISASTER TO DATING DIVA:

Romance Coach Shows Women How to Turn Up Their Feminine Energy and Attract – Not Attack – the Men of Their Dreams

(Chicago, IL)—Statistics abound with depressing dating news: 58% of single women have had no more than four first dates in the past year. Online dating sites continue to proliferate, yet 67% of Americans don't think the online world is a good place to meet people. What's a gal to do if Cupid hasn't connected her with the man of her dreams?

"Turn up your feminine energy!" says romance coach Valerie Beck, author of *Romance Around the Corner: 8 Steps Toward Attracting the Man of Your Dreams and Having Fun in the Process*. "Like attracts like. Feel like a victim, and attract a victim – or a victimizer. Feel like a nobody, and attract no one. Feel happy and attractive, and you'll find a confident man who likes a confident woman."

Beck, a Harvard-educated former corporate attorney who developed 8 steps that took her from dateless wonder to girl whose phone never stops ringing, says that meeting a great man is partially about being in the right place at the right time, but that "first and foremost you've got to be in the right frame of mind. Grow into the authentic you, and use the power of intention and attraction to attract – not attack – a wonderful man who enhances your already wonderful life. Stop thinking a good man is hard to find. With the right attitude, you can let him find you."

Romance Around the Corner: 8 Steps Toward Attracting the Man of Your Dreams and Having Fun in the Process combines old wisdom, things our mothers told us, common sense, and contemporary savvy to help women transform themselves, inside and out, so that they can attract the right one by being the right one. Beck puts the "self" back in "self-help" by giving women techniques to raise their deserve levels, love themselves, monitor their self-talk, look and feel their best, and become fantastic flirterers.

Recent U.S. Census data revealed that 2.2 million people get married every year, which breaks down to around 6,000 people each day. "Tell yourself that the man of your dreams is alive and walking the earth, and that you are attracting him like a magnet," suggests Beck. "Don't use work or a busy life as an excuse for not getting out and having fun. Whether you have a date Saturday night or not, turn up your feminine energy, and let your light shine!"

Romance Around the Corner: 8 Steps Toward Attracting the Man of Your Dreams



and Having Fun in the Process is available to order through iUniverse at 1-800-AUTHORS or www.iUniverse.com, or through booksellers. For more details, visit www.romancearoundthecorner.squarespace.com.

About the Author: Valerie Beck went from dateless wonder to dating diva. She created an 8-step plan to attract wonderful men by transforming her thoughts and habits, and she helps women everywhere enjoy success in dating and life. A graduate of Harvard College and Harvard Law School, Beck left the practice of law to become a multiple entrepreneur. In addition to being a romance coach, she is an Independent Sales Director for Mary Kay, and she owns Chicago Chocolate Tours. Beck lives and dates in Chicago.

Media Contact:

Lynda Knott
Murphy Knott Public Relations
790 W. Frontage Road, Northfield, IL 60093
(T) 847-441-4166, (F) 847-441-4167
lknott@murphyknott.com



Valerie Beck

February 2006 Media Appearances

Press: February 2: An article on Valerie appeared on page 7 of Skyline Newspaper and in other Pioneer Press papers.

Press: February 5: An article on Valerie and her flirting tips appeared on page 2 of The Chicago Tribune's Q Section.

Press: Valerie's Romance Around the Corner Valentine's Day party was listed in the February 1 Chicago Sun Times and the February 9 Chicago Tribune.

Internet: Valerie's Romance Around the Corner Valentine's Day party was listed on Chicago's Metromix.com and as the "Do Nothing Else" recommendation on FashionistaInc.com for Chicago, New York, Miami, and LA.

Radio: February 9, 7:00 pm CST: Valerie appeared on Internet radio on the "He Said She Said" show at www.powertalkfm.com.

Radio: February 14: Valerie was interviewed on Champaign, Illinois, radio station WBCP.

Television: February 10: Valerie gave flirting tips on Chicago's WGN TV Channel 9.

How To: Flirt

A gorgeous guy walks into a coffee shop, and you wonder how you can get his attention. After all, Valentine's Day is quickly approaching. Do you smile? Do you – dare I say – bat your eyelashes? "Flirting has become a dying art in America," says Chicagoan and flirt expert Valerie Beck, author of "Romance Around the Corner: Eight Steps Toward Attracting the Man of Your Dreams and Having Fun in the Process!" (iUniverse, \$22.95).

Beck will teach her flair for flirtation from 8 to 10 p.m. Friday at Moonstruck Chocolate Café, 320 N. Michigan Ave. (free, with chocolate samples). If you can't make it, Beck offers these tips:

- Turn it up a notch. "Keep feminine energy up and just have a ball."
- Hold your head up high. When you're confident, "you notice the world around you." Plus, "a confident man likes a confident woman."
- Make eye contact. Beck highly recommends "The Shy Eye Flirt." In her book, she describes it simply as "Look at him, look down, look up again, then down again." Beck asserts that "men go wild!" Who knew that was all women had to do?

But Q wanted to know: Does her advice work for men? Some of it is designed for women, but "tips such as being confident and being fun work for men as well." She also advises men to break the ice and say hello. "He doesn't need a fancy line – just the guts to come over."

- Anywhere, anyplace. "You can flirt on the train, in the café, anywhere." And the world is certainly Beck's oyster. The author was recently at Fox & Obel grocery store and did her never-miss shy-eye flirt at a guy. "He got excited and started flirting with me in the grocery line."

Perhaps not to make her boyfriend jealous, she quickly added that she met her paramour by – what else – flirting with him on Michigan Avenue. "There's not a bad place to flirt; you never know when you're going to meet the man of your dreams."

- Don't shut him down. "I believe in being funny and polite. . . . Treat it like a business transaction. Be cheerful and move on."

In the age of Internet dating, "remember to keep it fun and lighthearted [online]." Don't grill him, "it's not the Supreme Court justice confirmation hearings."

Whether you're online or in line at the bookstore, remember: "The more you flirt, the more they flirt back with you."

If the flirting fails, cheer up – at least you don't have to share your chocolate.

- Kelly Haramis



Skyline Newspaper – Pioneer Press – February 2, 2006

The dirt on flirting

Dating Diva shows you how

**By Felicia Dechter
Staff Writer**

Ladies, if you want to be prepped and ready for Valentine's Day, and dramatically increase your chances of meeting Mr. Right, head over to Moonstruck Chocolate Café, 320 N. Michigan Ave., from 8 to 10 p.m. Friday, Feb. 10 for some free Flirting Lessons.

Learn the tricks of the trade from romance coach Valerie Beck, who has gone from "dateless wonder to dating diva." Beck, author of the recently-released book, "Romance Around the Corner: 8 Steps Toward Attracting the Man of Your Dreams and Having Fun in the Process!," will guide participants through 10 key strategies of the age-old technique of flirting.

"A lot of things we know in our hearts...it's old-fashioned wisdom," said Beck, a Gold Coaster. "Meeting people doesn't have to be hard, or scary."

A graduate of Harvard College and Harvard Law School, Beck originally planned on a career in law, and practiced it in Germany for a short time. A "geeky girl" in high school and college, she got married, then divorced, and found herself, "dateless and clueless," by the time she was 30.

"I tried dating aids such as the Internet, and got more and more frustrated," said Beck, now 36. "It was time to make another check as to who I am. I wanted to meet a man, but the right man. I wanted to meet the man of my dreams...I knew he was alive and walking the earth.

"Dating was hard, scary and frustrating," she added. "When I was a little girl, I had big dreams about my career and life. Then reality took over."

So, Beck took a "crucial step," and stopped her negative self-talk, and took on a more positive mental attitude. She soon had a string of handsome guys around her, and friends started asking her secret. Her advice evolved into seminars, and eventually, a "fun, easy, not mystical woo-hoo," book.

"I didn't set out to be an author. I set out to get a date," laughed Beck, who also leads walking tours through downtown on Valerie Beck's Chicago Chocolate Tour.

Flirting, Beck says, improves circulation, mood and promotes good skin. Without revealing too much of her lesson's secrets, if you want to meet a man, Beck recommends



starting with her No. 1 tip, which she has dubbed, the “Shy-Eye flirt.” Anyone using that technique will have “amazing results,” she said, and it should be tried 10 times a day!

Here’s how the Princess Di-like move works: Make eye contact, then look down, then shyly look back up out of the corner of your eye, like Diana used to do. The Shy Eye, Beck said, will produce, “traffic-stopping results.”

“Men go wild for that,” said Beck, who now has a boyfriend she adores. “He thinks he’s made the first move. So do the Shy-Eye flirt with 10 guys and you’ll have no trouble.”

Beck, also a sales director for Mary Kay Cosmetics, will share her Top 10 tips online and on TV. At 7 p.m., Thursday, Feb. 9, she will be on Internet radio at www.powertalkfm.com, and the following morning between 7 and 9 a.m., Beck will appear on the Channel 9, WGN Morning News Show.

RSVP at (312) 925-5377 or romancearoundthecorner@yahoo.com.



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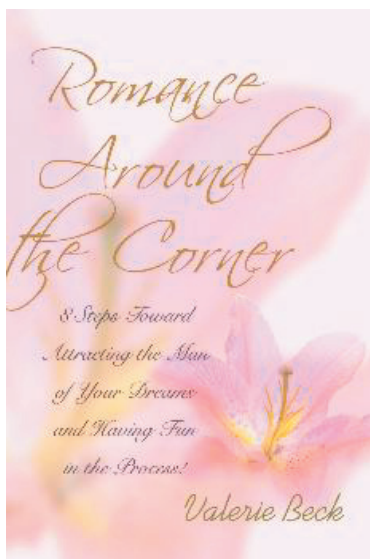
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AUTHOR BIOGRAPHY

VALERIE S. BECK

Valerie Beck, a native of Chicago, earned a BA from Harvard College and a JD from Harvard Law School.

Valerie is a multiple entrepreneur. Through her Romance Around the Corner business, she holds romance coaching seminars and teleseminars for women across the country. If you think a good man is hard to find, she'll show you how to let him find you. Valerie is the author of *Romance Around the Corner: 8 Steps Toward Attracting the Man of Your Dreams* and *Having Fun in the Process!* Her website is www.romancearoundthecorner.squarespace.com.

Valerie is also an Independent Sales Director with Mary Kay. Her role as a Mary Kay leader is to enrich women's lives by empowering her team in business, and by helping her clients look and feel beautiful. She holds corporate and private pampering sessions for her clients, and education sessions for her team. Mary Kay, founded in 1963, is the best-selling brand of skincare and color cosmetics in America, with \$3.6 billion in annual worldwide retail sales across over 30 countries. Valerie's website is www.marykay.com/vbeck.

In addition, Valerie owns Chicago Chocolate Tours, a company that leads chocolate



sampling and walking tours to a variety of chocolate shops – both hidden and famous – along Chicago’s Michigan Avenue. The tours appeal to groups such as conventioners, bachelorette parties, family reunions, and locals in search of something new. Participants can savor the chocolate flavors of Chicago’s Magnificent Mile while walking off the calories. Details are at www.chicagochocolatetours.squarespace.com.

Prior to becoming an entrepreneur, Valerie practiced as a lawyer in Europe and Chicago at firms including Winston & Strawn. Today, she speaks at seminars on alternative careers for lawyers, and has been featured at events sponsored by the Chicago Bar Association, The Law Bulletin, the U.S. Department of Education’s Council on Legal Education Opportunity, the Smith College Alumni Club, and her alma mater Harvard Law School.

Valerie leads her Mary Kay team in volunteer work for organizations such as The Enterprising Kitchen for formerly homeless women, and Metro Achievement Center for disadvantaged girls. She serves on the Illinois State Treasurer’s bipartisan Women’s Advisory Board, and she is active in other civic and business organizations including the Chicago chapter of the National Association of Women Business Owners, where she is a member of the Board of Directors, chairman of the Diversity Committee, and member of the Membership Development Committee.

Valerie can be reached at romancearoundthecorner@yahoo.com.