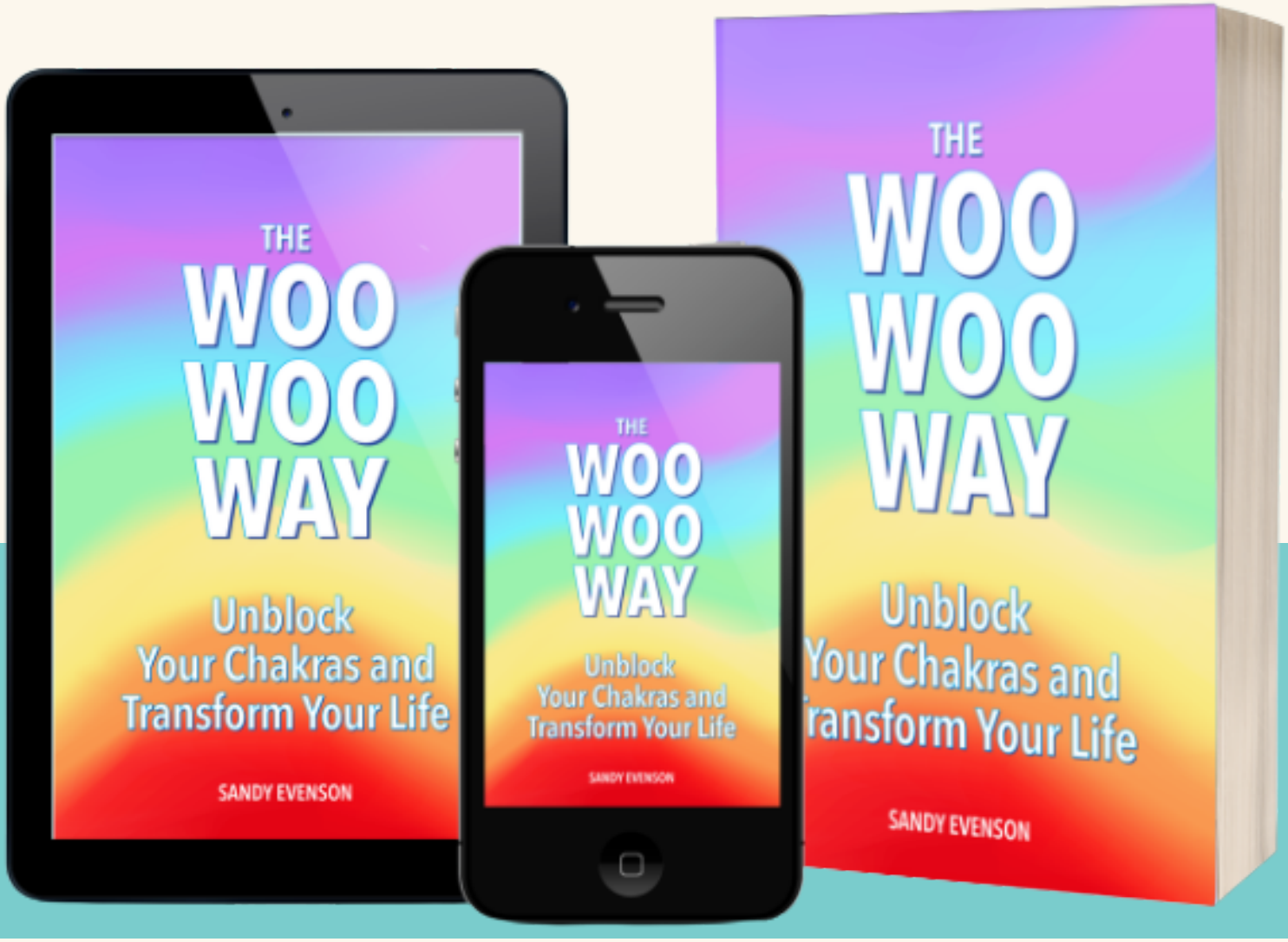
MEDIA KIT

SANDY EVENSON
Shine your best life!



- *Author Bio*
- *Book Bio*
- *Testimonials*
- *Target Audience*
- *Book Excerpt*
- *Interview Questions*
- *Story Ideas for Reporters*
- *Downloadable Author and Book Photos*
- *Contact Author*

Author Bio

A shy Catholic schoolgirl, Sandy Evenson went from high school to microbiology lab tech in the Army and from there to cosmetology school.

Combining her love of art and science for over four decades, she enjoyed a stellar career as an award-winning hairdresser and colorist for men, women, and children. While enhancing each client's external image, she observed countless transformations for women in self-confidence and self-worth.

Sandy loved illuminating their inner beauty. Embracing her motto, Beauty from the Inside Out, she helped each woman look good and feel great. Her passion and empathy grew through connecting with women who felt safe to let their hair down and bare their souls.

While Sandy could have continued working in the salon, she yearned for more independence and time to write, travel, volunteer, and contribute meaningfully. Working with people within the sanctity of the styling chair prepared Sandy for a new career in women's empowerment coaching. After overlapping her work in the salon with innumerable transformative hours of intensive coach training, Sandy retired from the beauty industry, a career she loved and cherished.

As an award-winning master coach, Sandy shines a light on the hidden emotional blocks that hold women back, taking them on a life-changing journey to reclaim their inner power.

Sandy shares a wealth of knowledge and expertise with her intuitive coaching processes centered around visualization, active imagination, chakra clearing, and shadow work. She customizes each program for individuals and groups by incorporating the Emotional Freedom Technique, EFT tapping into her sessions.

Sandy leads her coaching programs with heart, compassion, and non-judgmental curiosity. She shares powerful, stress-reducing techniques to relieve unnecessary physical and emotional suffering.

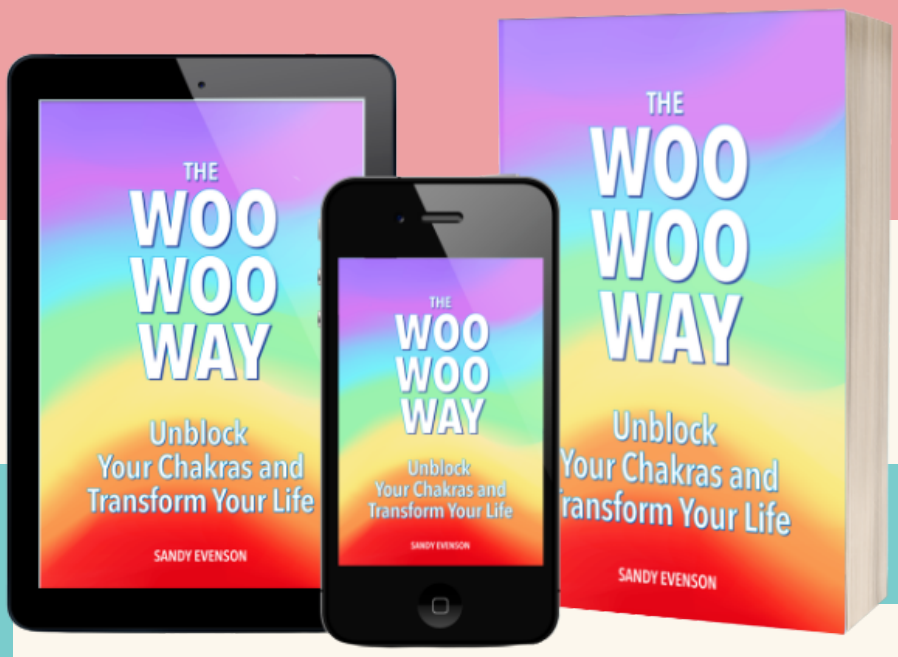
Held in a cocoon of safety, women can let go of fear, anxiety, frustration, sadness, and loss and attain optimal health, weight, prosperity, loving relationships, and peace. And as they release negative emotions, an inner life-force energy ignites empowered confidence, passion, enthusiasm, and joy.

While working as a hairdresser, Sandy compared transformations that occur with hair color and style makeovers to caterpillars changing into the wondrous beauty of butterflies. Now, Sandy witnesses true inner metamorphosis while showing wise, ageless women how to uncover their hidden blocks to success, realize their dreams and shine their best lives.

Women around the world praise Sandy's insightful coaching methods. Sandy's passionate desire to teach women self-empowerment inspired *The Woo Woo Way, Unblock Your Chakras and Transform Your Life*.

Sandy resides in Rochester, New York, with her life partner, Ray Justice, and Milo the cat, aka Dude. When not writing, she enjoys pre-dawn and evening meditation with oracle cards, working out with weights, power walking in nature, strolling through city streets, and being creative with art, cooking, photography, interior decorating, and writing.

Book Bio



The Woo Woo Way

Unblock Your Chakras and Transform Your Life

The practice of energy medicine and energy work is recognized worldwide as a verifiable means to mental, physical, emotional, and spiritual health and well-being.

Yet even though many clinically proven modalities exist, such as Reiki, tapping, homeopathy, and naturopathy, skeptics dismiss them as woo woo nonsense. Skepticism can be healthy when we evaluate the validity of products and techniques that claim potency and effectiveness.

However, today's stress levels are higher than ever, with uncertainty, anxiety, and frustration. We're searching for ways to relieve the tension and reconnect with our authentic, loving selves. Many of us are now ready to try methods we might have previously rejected.

The Woo Woo Way dispels the mystery behind the woo. The book is written for us as we struggle with the burden of physical and emotional pain and the stressful disappointments of lives unfulfilled.

The author introduces us to a unique perspective on the human body's internal energy and chakra system. She helps us understand it by describing a house needing restoration where the inner working of the house demonstrates how energy moves within us in The House of You.

As we walk through a virtual home inspection, we learn about our bodies' corresponding energy centers, the chakras, represented on each level of the house. Floor by floor, we discover how and why our chakras become blocked, our inner power weakens, and our bodies begin to suffer debilitating consequences.

The Woo Woo Way shares the powerful mind-body tool called EFT, the Emotional Freedom Technique, or tapping. This science-based method gives us fast relief from stress and pain. And through stories, lessons, and exercises called homeplay, we learn we can safely go deeper to uncover and heal past wounds.

Using *The Woo Woo Way* as a reference guide and practicing EFT tapping, we can unblock our chakras, harness our empowerment and manifestation energies, and transform our lives.

Testimonials

If you are ready to heal and transform your life, it's the magic of serendipity that you've picked up this book! Sandy's relatable and actionable tools and processes will help you release the blocks that keep you stuck and unleash your inner power to live your life with unshakable confidence and joyful exuberance. The time is now, and this book is the answer. I LOVE *The Woo Woo Way*. It will change your life.

—Fiona Orr, EPIC Life Coach
Creator of The Magical Manifestation Formula and The Epic Stance

Sandy Evenson fills *The Woo Woo Way* with priceless wisdom, knowledge, heart, and understanding—a training book for overcoming obstacles that prevent us from seeing our true light. Adding to our quality of life and written for everyone, in *The Woo Woo Way*, Sandy helps you build self-trust and clearly shows you how to unlock your full potential. She guides you to find your path to the best life possible.

—Geno Stampora, Consultant and Coach

I love, love, love *The Woo Woo Way* by Sandy Evenson. The author has created a peaceful and clear book for her reader. It is incredibly helpful how she outlines each chakra's purpose and back story, then makes it come alive with relevant and valuable stories. Her narrative is insightful and powerful. This book is a must-read for personal development beginners and experts alike. I know that these principles are pivotal. Besides, Evenson has made it so easy to access.

—Priya Rana Kapoor, MMFT, Coach, Speaker, and Author
Permission Media, Inc.

The Woo Woo Way is the perfect complement to anyone familiar with Anodea Judith and Cyndi Dale. Sandy brings a unique viewpoint of the chakras and intertwines relatable stories she and her clients experienced. I was blown away by the illustrative examples comparing the chakras to various parts of a house, such as the crown chakra as the stargazer deck—exactly as I "see" it. *The Woo Woo Way* is a wonderful book that was tough to put down!

—Arden Reece
Founder of ardenreececolor.com

Testimonials

Our health and happiness are deeply intertwined. Unfortunately, in the United States, we have created a culture where many think health and happiness should come to them passively, with minimal self-engagement. In her book, *The Woo Woo Way*, Sandy Evenson gives the reader learnings to understand and, most importantly, tools and approaches to actively engage and create a healthier and happier life. This book will positively change lives!

—Dr. Brian Justice, Chiropractor, Adjunct Professor of Public Health Sciences at the Univ. of Rochester School of Medicine, Medical Director at a large insurance plan, and Chief Innovation Officer at Spine Care Partners, LLC

In *The Woo Woo Way*, Sandy Evenson introduces you to the House of You and shows you how to become an exquisite "interior designer" who knows how to make the most of each "room." With plenty of stories, examples, and actionable ideas on creating a "home" that reflects who you truly are, *The Woo Woo Way* may become one of your favorite reference books for redesigning your life.

—Penny Plautz, Author
Coming Clean: 6 Steps to Making AMENDS With Your Body *and* Body Confidence from the Inside Out
comingcleancoaching.com

For anyone who's ever wondered whether they can convert nervous energy to productive thinking and action, *The Woo Woo Way* is an eye-opener. In an appealing, accessible collection of stories and theories, author Sandy Evenson shows the reader how to use EFT (Emotional Freedom Technique) to unleash stored emotional and physical pain and open the door to a more vibrant, satisfying life. Just as acupuncture and acupressure target the body's energy meridians, EFT tapping gently stimulates energy points on the body. At the same time, the subject consciously focuses on troubling or uncomfortable thoughts or emotions. In her friendly, down-to-earth manner, Evenson describes how weaving EFT tapping into her coaching work supports her clients in transforming their stored hurts and fears into a brighter, healthier, anxiety-free future.

—Rose Benz Ericson, Author
The Conscious Consumer: Promoting Economic Justice Through Fair Trade

Testimonials

You want to give this Woo Woo stuff a proper go, but after trying manifestation (whatever that means), affirmations, and so-called secret codes, you're wondering if it's all a hoax or if there's just something wrong with you. Before you give up on your big dreams or resign yourself to being stuck in a pile of suck forever, pick up *The Woo Woo Way*. Sandy Evenson takes the mystery out of our energy system by introducing us to the chakras from the perspective of how they can either help or hinder our progress. Using this combination of practical exercises and ancient wisdom, you'll finally see and release the exact patterns holding you back from experiencing the flow we all hope is waiting for us (but so rarely is) on the other side of that next yoga class or moon circle.

—Wendy Windle, The Love Your Bloody Self Coach

Positive thinking and positive affirmations pretty much got me nowhere. If that sounds familiar, then *The Woo Woo Way* is a must-read for any woman seeking to make life changes. With relatable stories, practical information, and an easy-to-follow playbook, Sandy Evenson guides the reader to a more empowered way of living.

—Irene Jorgensen, Author and Coach
Second-Chance Friendship Cozy Mystery Series

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It's not what you believe, it's how hard you believe it. Sandy believes woo to her core. Sandy walks it. And now, with *The Woo Woo Way*, she's sharing it with you. Woo is the magic of Sandy. *The Woo Woo Way* is a Manifestation Map of how to get to where you want to go. Sandy dialogues with you about where you find yourself, how you feel about being there, and how to get to where you want to be. And with the powerful stories of her journey from there to here and glimpses into her clients' struggles and breakthroughs, Sandy and woo give you the tools to uncover, honor, and transform the way of you, the way you choose to show up, and the way to step consciously into and stay true to your woo woo way.

—Kay Walker, Life Support Coach
Senior Coaching Skills Facilitator with Margaret Lynch Raniere

Testimonials

When you've done everything for everyone else and still feel unfulfilled, find your path to self-discovery with *The Woo Woo Way*. Tangible explanations of the body's energy systems artfully pair with evidence-based techniques to unblock emotional baggage from the body. Read this book to let go of what's holding you back and transform your life.

—Patricia C. Rogers, CST-D
Advanced CranioSacral Therapist and Owner of Body Smarts™

My hope is for any woman to connect with Sandy Evenson and allow her to guide you to a life filled with more joy and richness than you could have imagined. She has consistently guided me through my career and life and lovingly lifted me onto her shoulders so I could "see" the possibilities waiting for me. Sandy, with her wisdom and love, has transformed my life.

—Wanda Stump Bupp
Owner of The Thrill On The Hill Salon

Anyone looking to unfreeze and go deep to the roots must go through this book, whether you are a coach, flooded with lots of self-development methods, or embarking on this journey to get to know yourself! I love how amazingly it depicts the "go, go, always busy" phase, rampant in daily life, of many people walking around with anxiety while having no clue about it. The stories and deepening of the teachings via tales make your book unique. This profound work and system you describe is the holy grail of finally getting out of defense and stepping into the soul mission! Want to go to the roots? This book will meet you there to blossom into your unique flower. Well done. I love how the root chakras and nervous system work together. It is a game changer, and I feel more in my body than before. I love this work. Thank you for being on my healing journey.

—Marie Sophia Rose

Testimonials

The Woo Woo Way is a must-read for women seeking transformational change. Sandy Evenson provides guidance to help them transform their lives and become the best version of themselves. When you open up the chakras, miracles can emerge that one never thought could occur. Sandy's guidance is life-changing and will help improve lives.

—Kandiee Campbell, MA, LMHC, CEO of Awaken Tranquility, LLC

The Woo Woo Way is more than a book! It's an experience! The stories at the beginning of each chapter make Sandy's wisdom come alive. All you need to do is open a chapter, read the first five words, let them hook you, and dive into the rest of the chapter for an inner journey. You will come out of it refreshed and wiser. What an experience!

—Nathalie ten Have-Fradin, Mindvalley Holobody and 10X Fitness Coach at nathalieu.com

Coach Sandy Evenson shares her heart and wisdom with us in *The Woo Woo Way*. Her honesty is touching as she describes the real struggles of her own and others on a transformational journey. This profound insight allows her to guide her clients and readers through a liberating process. Her method has had a positive and therapeutic impact on my life, releasing me from the past and helping me discover my true self.

—Coach Rosa Smith-Montanaro
Best-Selling Author, Mind Over Platter

The Woo Woo Way is a must-read for women waking up to their lives and thinking, "there must be more for me." There is. Sandy Evenson gives you a map to find your missing pieces in The House of You. With relatable stories, practical information, and easy-to-follow meditations, this book distills centuries of wisdom and ushers in a new generation of women's empowerment and manifestation.

—Julie Colvin, Director of Wellness Writers Press

Target Audience

This book is for ageless women who feel frustrated, anxious, full of self-doubt, and ready to regain control of their lives.

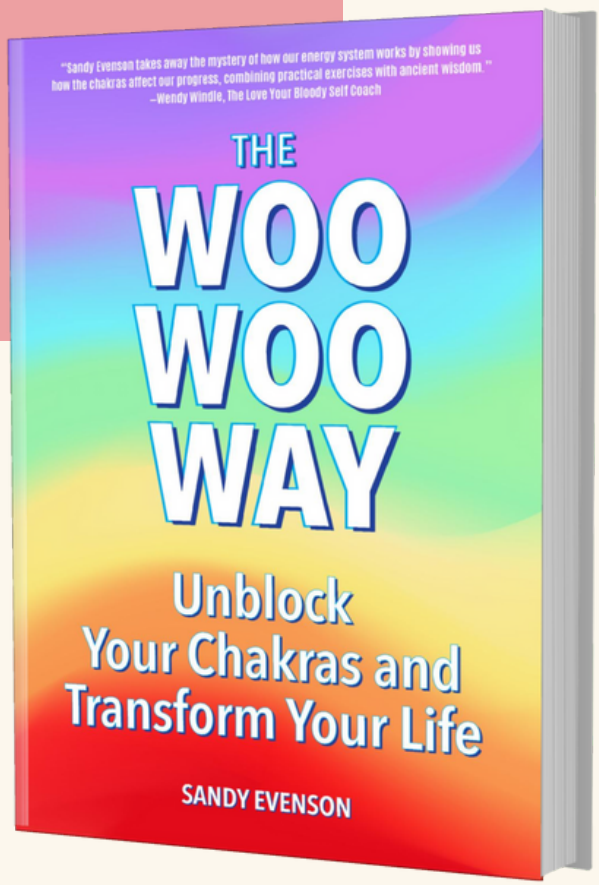
- For the woman who's tried everything and still feels stuck, unable to achieve her goals and yearning for love, health, vitality, and prosperity.
- For anyone searching for relief from emotional and physical pain.
- Women who want to get to the root of their issues with health, weight, and well-being.

Book Benefits

Learn the self-administered potent mind-body tool EFT tapping to instantly lower stress, quiet your busy mind, and release negative emotions.

- Discover the chakras that govern your invisible internal energy system.
- Learn why affirmations don't always work.
- Meet the shadows that block your efforts for success in health & weight, money & prosperity, love & relationships.
- Heal and transform the wounds from your past.
- Reclaim your inner power, ignite your energy, and shine your best life.

Book Excerpts



A new adventure unfolded as I uncovered long-repressed or never recognized parts of me. These elements blocked my powerful chakra energy and kept me stuck. Yet, these unconscious blocks held precious gifts. They were hiding in the shadows behind the wounds of my past. Unblocking my chakras cleared the way for unbelievable strengths to surface from within.

This inner journey ignited a passion in me to help other women empower themselves. My heart was bursting to share empowerment and manifestation processes. I deeply believed others, too, could heal and transform their lives.

I was a total wreck—hanging out with my perpetual companions, fear, and anxiety. The constant voice in my mind that I now recognize as my inner critic badgered me, and I beat myself up over the mess I'd made of my life.

Tapping helped me break the constant cycle of over-giving and self-neglect. Like me, many women often do everything and anything for everyone else. Yet we fail to do the same for ourselves. Then, our thoughts spin and overload our emotions. We deplete our energy worrying about our health, weight issues, or foggy brains. We feel like we're falling apart in body, mind, and spirit. We say to ourselves, I thought things would be different.

When is it my turn? Tapping is like flipping a switch, a nervous system electrical disconnect. In an instant, it turns off the fight or flight stress response and lowers anxiety. The frenetic thoughts in our minds immediately calm down, giving us more clarity and focus. "What in God's name did you think you were doing?" my mother bellowed, looming over me, hands on her hips. I didn't say a word.

A myriad of times, I wanted to express my truth to my husband, Dennis. As I've noted, my throat often constricted, and my chest tightened. Trying to say what was on my mind, the words wouldn't come, and I'd only break down in tears. I often felt as if I couldn't hold in one more thing, or I would burst. Disappointment, tears, anger, fear, and anxiety would build up. Yet, I couldn't muster the courage to talk about how I felt until the feelings and emotions would finally spill out, blown out of proportion. Then, instead of crying, I'd meet Dennis' anger with an explosion of pent-up rage that I couldn't contain.

Picture this scene: me, down on my hands and knees, with my butt sticking out from underneath the station. I started coughing from the ammonia fumes that made my eyes sting. Then bam! Trying to back out, I hit my head. *Ouch. Damn, that hurt. How does this place pass inspection? And what on earth have I gotten myself into now?*

The shift from illusion to perception happens when we open the curtains. We find clarity when we bring our 6th Chakra shadows out of the dark and give them a voice. Then, with a clear vision to see beyond our struggles, we can look at things afresh.

Interview Questions

Who's Sandy?

- Tell us about where you grew up, your education and training, and where you are now.
- What motivated you to retire from professional hairstylist to empowerment coach?
- What did you learn from being a caregiver for your husband with alcoholic dementia?
- Explain why you feel doubly blessed in your career and love.

Business Overall

- Why did you change your focus to women's empowerment coaching?
- What's your core purpose and mission?
- Describe wise, ageless women.
- Give us a peek at what's next.

What's Relevant/ Adds Value?

- How did your experience as a hairdresser influence you as a coach?
- What gives you the biggest thrill in coaching?
- Give us an example of a client's physical and emotional transformations.
- How easy is it to learn EFT tapping? What is EFT?

Overarching Book and Each Chapter

- Why did you choose *The Woo Woo Way* for the title? Define woo woo.
- Describe The House of You and the chakras.
- What's one of the most challenging things for your clients and readers to learn?
- Why might your readers shy away from techniques like tapping?
- What is shadow work?

Coaching Practice

- What's the common thread running through issues for your clients?
- Do your clients have a similar source of their problems?
- How does your method differ from basic tapping?

Story Ideas for Reporters

01 Tell us about deciding to go into the Army after high school instead of college.

#FCF7ED

02 You were a medical lab tech in the Army. How did you end up in cosmetology school?

03 Tell us about feeling paralyzed by inner anxiety even with your outer success.

04 Talk about tapping while washing dishes and driving in the car.

05 Your late husband had dementia. Describe how tapping eased your anxiety.

Downloadable Photos

SANDY EVENSON

Pick up a copy of the Woo Woo Way

https://getbook.at/sandyevenson

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