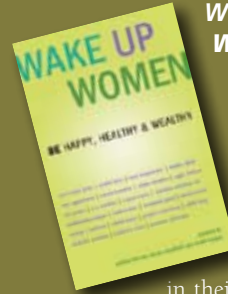


Priceless Photography



**A GTWoman interview with Shann Vander Leek – Professional Coach, Yogi and Bestselling Author**

**You are a coach and a co-author of a new bestselling book, *Wake Up Women*. What is *Wake Up Women*?**



**Shann:** Yes, I am a professional coach and the founder of True Balance Life Coaching in Traverse City. I coach women in transition to set big goals, achieve extraordinary results and create balance in their lives through coaching, yoga and creative expression.

*Wake Up Women Be Happy, Healthy & Wealthy* is the first bestselling inspirational guidebook written by women for women. There are 50 expert authors contributing to one book filled with great stories and golden nuggets of wisdom. *Wake Up Women* is divided into sections that deal with everything from women's emotional well being to career, money and relationships. It's full of great stories you can read in bite-sized pieces, and it is also a guidebook.

I am happy to report that we soared to the top of the Barnes and Noble bestseller list at the end of January, topping the charts for Women, Women's Career and Women's Health, and shared the top 10 spotlight with President Obama and John Grisham!

**IT'S TIME TO WAKE UP!**

**You say the time for women is now. What do you mean?**

**Shann:** I think too often, women put everyone and everything first. My goal is to inspire as many women as possible to be willing to put themselves first, take care of their bodies, nurture their dreams, and make the best use of their talents. We forget that we can give the most when we are living lives we love. We can be the best mothers, wives, business owners or colleagues when we are feeling nurtured, fulfilled, inspired and self-expressed.

**How is this book different from other inspirational books like *Chicken Soup for the Soul*?**

**Shann:** Like *Chicken Soup for the Soul*, *Wake Up Women* contains amazing and moving inspirational stories from women across the globe. The difference is each author in *Wake Up Women* is an expert — a coach, a professional or an outstanding business executive — and each inspirational story includes two or three tools, techniques or strategies readers can implement in their lives immediately. So it is both great stories and a guidebook to life.

*Grand Traverse Woman* published my contribution to the *Wake up Women* collaboration one year ago in their career edition. My story “Walking Away From the Big Bucks in the Pursuit of True Balance” debuted in northern Michigan before becoming global and includes several tips to becoming a successful entrepreneur.

**How else are you helping women wake up?**

**Shann:** I earned my yoga teaching certification to create and conduct luscious living playshops involving yoga, guided meditation and creative expression. The

first two playshops sold out quickly with the attendees wanting more. Women are ready for extreme self-care.

**What's special about the growing community of *Wake Up Women*?**

I am blown away by my co-author community. This group of women has become part of my professional network. We support each other, share ideas, collaborate and dialog about how we can make a difference for women across the globe.

Each author is partnering with not-for-profit organizations by offering book signings and fundraising events. I chose to partner with The Women's Resource Center and will be donating 10 percent of my 2009 book proceeds to them.

**Lots of people are talking about having a career coach or a life coach. What is the value of having a coach?**

**Shann:** You learn to value yourself more.

You stop tolerating the things that are dragging you down.  
You and your coach create a momentum so you get results more easily and quickly.  
You set better goals and achieve them more easily.  
You take action immediately.  
You have a partner whose only purpose is your success.  
Your self confidence increases.

**What is your unique approach to coaching?**

**Shann:** True Balance was created because it is my observation that healthy personal development, as well as the success of a small business, absolutely depends on aligning your business goals with your lifestyle choices and grounding them in your core values. We

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will always focus where you need me most.

You will begin by strengthening your personal foundation, setting realistic goals based on your values, and eliminating some of the stressors in your life. You then will have fewer problems and can focus on what is going to make you more successful.

**What can people do right now to start changing their lives?**

**Shann:** They can take inventory of what they deem to be truly important and begin eliminating the things that bring them down. I have a dynamic free tool, 101 Things to Work on with a Professional Coach, that people can download for free from my website to help them narrow their focus.

**How can people buy the book?**

**Shann:** *Wake Up Women* is available on my website [www.truebalancelifecoaching.com](http://www.truebalancelifecoaching.com) or at Brilliant Books in Suttons Bay or Higher Self in Traverse City.

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