

**80% of fourth graders** *fear* “being fat”  
*more than* the death of their parents.

**It is happening.  
At your school.**

The **#1 wish** of girls ages 11-17 is to “lose weight”.

As stress levels rise, students as young as **10 years old** are finding increasingly dangerous ways to cope. My name is **Shannon Cutts**, and when I was in sixth grade, I coped by turning to self-starvation (anorexia).

I had no one to talk to, and by the time I got to college, I was too sick to stay in school so I dropped out my freshman year. It took me four college transfers and five years to graduate. I was one of the “lucky” ones, yes, but I also fought HARD to get my life back.

Today I know that *Knowledge is power. Education saves lives. And Relationships Replace Eating Disorders.* But it HAS TO START NOW, with the youngest who are at risk!

This is why, in my new book, ***Beating ANA: How to Outsmart Your Eating Disorder and Take Your Life Back,*** I share HOW I DID IT, how YOUR STUDENTS can do it, and how YOU can support them to get better while staying in school!

Please take a few moments to read through my enclosed “speaker packet” and then give me a call to set up a time to present this life-saving information to your staff and students.

My 2009-2010 calendar is filling up quickly (especially during National Eating Disorders Awareness Week in February-March each year!) but great dates are still available. Together, we can DREAM of a campus, a community, and a world **FREE** from Eating Disorders! **1(713)777-6003** or [rgc@key-to-life.com](mailto:rgc@key-to-life.com)



*Shannon*

[www.key-to-life.com](http://www.key-to-life.com)

# Getting Smart About Eating Disorders

- **FACT #1: *Eating disorders come in all shapes and sizes.***

Just like you can't judge a book by its cover, you can't judge whether a person has an eating disorder by looking at them. Eating disorders are *brain* disorders, and *they have very little to do with FOOD.*

- **FACT #2: *Eating disorders affect all ages and both genders.***

People from age 3 to age 76 have been diagnosed with eating disorders. Medical professionals report that 16% of newly diagnosed cases are *males.*

- **FACT #3: *Eating disorders are complex mental disorders.***

There is no one reason why an eating disorder develops - every case is as unique as its victim, and arises from about 50/50 biological and sociological triggers.

- **FACT #4: *Eating disorders are not a "choice".***

We live in a world where we are constantly bombarded with messages that "thin = happy = me". So why doesn't everyone have an eating disorder? Hmmm.....

- **FACT #5: *Eating disorders are VERY CURABLE.***

The isolation caused by an eating disorder is the true killer. All successful treatment programs involve *replacing* the dependency on the eating disordered coping skills with *real human relationships.*



My name is Shannon Cutts, and I should know. I suffered in silence, secrecy and shame for FIFTEEN YEARS before I met someone who showed me by EXAMPLE that I, too, could BREAK FREE. I couldn't do it alone - I needed help. I had to learn the hard way that...

***Relationships Replace Eating Disorders. Period, the End.***

Shannon Cutts overcame anorexia, bulimia, depression and severe anxiety to write ***Beating ANA: How to Outsmart Your Eating Disorder and Take Your Life Back.*** She is also the Founder of ***MentorCONNECT***, the very FIRST GLOBAL mentoring network SPECIFICALLY for victims of eating disorders!

Find out how you can bring Shannon's EMPOWERING message of HOPE to your staff, students and community! 1(713)777-6003 or [rgc@key-to-life.com](mailto:rgc@key-to-life.com)

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# Powerful Eating Disorders Programs I

## **Beating ANA: My Story**

Shannon's *newest program* based on her ground-breaking "how to" book, ***Beating ANA: How to Outsmart Your Eating Disorder and Take Your Life Back*** (Health Communications, Inc.)

***What students and staff will learn from Shannon's personal epic journey to recovery:***

- How to find your "key to life" – something worth FIGHTING and recovering for!
- How to turn your MIND from your ENEMY into your ALLY
- How to harness the POWER of "misdirected potential" to meet your LIFE goals!
- How to replace dangerous disordered coping skills with REAL supportive RELATIONSHIPS

**PRAISE for *Beating ANA*:**

***Beating Ana*** is a breath of fresh air. Not only is it an important document to add to the record and an item worthy of being in any man or woman's recovery tool bag, but the way in which it is written (engaging, honest, interactive, and fun) guarantees that it'll be a tool that's lovingly worn with repeated use. Recovery often feels like a lonely journey, but thanks to Shannon's innovative approach, the specter of flying solo is no longer a certainty. -**Ron Saxen, author of "The Good Eater"**

I think that ***Beating Ana*** has the potential to make a real impact on people dealing with eating disorders, particularly anorexia. So often as I read the letters I think, "she sounds just like me." Your responses are always well thought out, helpful and recovery focused. Your format is more like a therapy session that you have written down and can refer back to. -**Jen L., anorexia survivor**

You are such a role model to me. Knowing that you have recovered gave me more hope than I would ever thought I would ever get. I love you tons! Your biggest fan, xoxo **Emilie**

## **Beauty Undressed**

Shannon's *most popular* campus keynote – "Beauty Undressed" has been featured at campuses all across the USA and in Canada!

***What students and staff will learn from this powerful expose of media and pop culture:***

- How we live like cookie cutters without even realizing it – and how to BREAK FREE!
- How to decode the ways the media influences us and become IMMUNE to those messages
- How to leave a POSITIVE legacy for our little sisters and brothers and our own children
- How to turn the PAIN of hearing "you have an eating disorder" into a TRIUMPH!

**Students and staff speak about "Beauty Undressed":**

Thanks for all you do, you are truly an inspiration to me when I had just about lost all hope. -**Jennifer**

Shannon, you really inspired me with your speaking and music - ***Beauty Undressed*** helped me to learn to accept myself for who I am no matter what body image I have. I realized I don't have to let others get me down. Thank you so much for coming to my school to speak! -**Brandi**

Having Shannon speak for Trent was both an enlightening and thoroughly enjoyable experience. ***Beauty Undressed*** brought to light the issues that many students struggle with in our community. Shannon's presentation helped to battle the stigma and silence that surround mental health issues. We are looking forward to having Shannon back very soon! -**Sabrina Stephen, Trent University-Ontario**

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# Powerful Eating Disorders Programs II

## Eating Disorders 101

Shannon created this program *especially* for educational and medical professionals, students and communities seeking a greater explanation of the “nuts and bolts” of eating disorders.

### **What participants will learn from this highly educational and empowering workshop:**

- DSM-IV diagnostic criteria for the four major categories of eating disorders
- Warning signs of and major triggers for a developing eating disorder
- The biological and personality profile of an eating disorders victim
- What to DO and how to HELP when an eating disorder is SUSPECTED or CONFIRMED!

### **Participants share their experiences of “Eating Disorders 101”:**

I appreciated your presentation. My daughter experienced an anorexia in college. It was a terrifying experience for all of us. You provided me a better understanding of where this might have all started from and grown into the situation that it did. Thinking about the many things you said were markers in your life, I can see parallel markers in her life that eventually led to the her disorder. Again, thank you for your enlightening presentation. It was different hearing about it first hand than reading from a book. -LL, **Texas Education Agency Conference**

Words cannot express my gratitude to you for coming out to Westside & sharing your "passion" with our students. We as a society spend so much time, money & energy on what we think kids need to succeed such as reading, writing, & 'rithmetic.....that we forget about the social/mental health issues that are so important in the development of healthy coping skills & in the ability to make the right choices in life. -Janet Thies, **Social Worker, Westside High School**

Shannon was fantastic and the presentation was amazing. Wow. this is something that should be presented in every school and to every parent! -**from event comment cards**

## A Beautiful Recovery (new!)

What does Shannon have in common with brilliant Nobel Prize-winning mathematician Dr. John Forbes Nash, Jr.? *More than you might think!* Medical professional and students will find this program especially enlightening and informative.

### **What participants will learn from this presentation:**

- The DSM-IV: when to hold on and when to let go
- The “4 Keys” to recovery success – from ANY mental illness-related diagnosis
- What are we calling “mental illness”?
- What Dr. Nash has to teach us ALL about recovery

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# Powerful Eating Disorders Programs III

## Whole-Girl/Whole-Woman Beauty

Wake up and smell the...daisies?!? This *enduringly popular* keynote has been a smash success at churches, women's retreats, colleges and student groups all across the country!

### **What women of any age will learn from this fun and inspiring interactive program:**

- We are all in this together – but how do we begin to think and ACT like it?
- The “Four Levels” of beauty and how to develop beauty on each level!
- What our pets, our parents, our sisters and our kids have to teach us about REAL beauty
- A perfect recipe to “Find it, Live it, and BE your beautiful self!”

### **Girls and women share their enjoyment of “Whole-Girl/Whole-Woman Beauty”:**

Shannon did a great job presenting *Whole Woman Beauty* to women of all ages (from the late 20's to women in their 80's) and all were engrossed in her campaign. The presentation should make us all look again at what images are fed to us thru the media and what we accept beauty to be. -**Sarah Haddock, First Presbyterian Women's Ministry**

We really enjoyed Shannon's program at our recent girls' retreat, and all throughout the evening our girls reminded each other of different things Shannon talked about in her message! -**Amy Bezecny, Youth Director, St. Luke's Girls' Ministry**

Your words and music inspired me so much and reminded me that the girl I was when I was sick and depressed and at a low point, is in the past, and I am proud of the girl that I am now becoming. Thank you for your inspiration! you are amazing! -**Halie, from event comment cards**

## Concerts for Life

Shannon credits *music* as the primary motivating force behind her successful recovery – and now, she shares that story with you of HOW and WHY she did it – through her beautiful original songs!

### **What participants will experience during this moving concert performance:**

- Music as the “universal healing language”
- The POWER of a dream to move us through even the toughest of times
- The JOY of recapturing beauty, sound and HOPE through setting stories to music
- The inspiration to “go for it” in whatever area of your life where you have been holding back!

### **Concert-goers share their impressions of “Concerts for Life”:**

What's important is the way she conveys in her music and her speaking that she needed to make a decision to really allow a change to take place and to have the courage that it takes to make some of those changes. -**Henry Rojas, Remuda Ranch**

I love your new song “This Mask”. You are making a difference in the lives of people who have for years been brainwashed by a lie(hollywood/media)...of how to be popular, gorgeous etc. Everyone is unique and special in their own way and we need to be ourselves. -**Emily**

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# Shannon Cutts

Motivational **Communicator** - Gifted **Singer-Songwriter**

- Inspired **Author** - Inspiring **Survivor**



**Shannon Cutts** has been at home in front of audiences since she was a little girl. Yet for many years she felt like a stranger inside her own skin!

**A**fter her own TRIUMPHANT recovery from a fifteen-year battle with anorexia and bulimia, Shannon started a movement to REPLACE eating disorders with real, loving, supportive RELATIONSHIPS.

**S**ince 2004, when she founded her outreach organization **Key to Life: unlocking the door to hope** and began sharing her story at treatment centers, churches and campuses across the country, Shannon has increasingly become a beacon of hope for those struggling with eating and related disorders.

**I**n 2008 she founded **MentorCONNECT**, the FIRST GLOBAL mentoring network for those recovering from eating disorders.

**I**n 2009 Health Communications, Inc. released her first book, **Beating ANA: How to Outsmart Your Eating Disorder and Take Your Life Back.**

**I**n 2009, Shannon will co-release Volume II of **You Are Not Alone: The Book & CD of Companionship for Women Struggling With Eating Disorders** with popular Canadian speaker and author Andrea Roe.

**M**ost days, however, Shannon can be found engaged wholeheartedly in her life's work – mentoring those who come to her for support, speaking up for our right to feel good about ourselves, our bodies and our lives, writing for several recovery organizations and performing original music written to proclaim that YES, if she could recover, then

*So can you!*

## ***What Students and Event Coordinators Are Saying About Shannon's Presentations:***

I just thought I'd let you know that I was bombarded at school today with nothing but WONDERFUL comments about the presentations yesterday. **I had several girls who asked if I knew if you could come back again next year.** There was one specific comment I loved. It was something along the lines of, "Man, we were sitting there saying, 'if she were our age she would totally be the person I'd want to have for my best friend!'" "

Thanks again for coming to our school! -  
**Rebecca Jackson, Paul G. Blazer High School**

Shannon was fabulous last night – it was a joy to meet her and have her perform. The students really loved her. Thank you for your help in making this happen. I hope to have her back in the future. -**Laura Lockwood, Trinity College**

I never formally thanked you for taking the time to speak to us. The response from attendees was unbelievable! Your approach was unique to any other lecture I've attended in that you provided a historical perspective most people were never aware of. Thanks again for your powerful words. -**Tara**

Thank you, thank you, thank you, Shannon. Most of all, **thanks for being the words I needed to hear, spoken out loud.** -**jb**

Shannon, you really inspired me with your speaking and music - you helped me to learn to accept myself for who I am no matter what body image I have. I realized I don't have to let others get me down. Thank you so much for coming to my school to speak! -**Brandi**

## **To schedule Shannon:**

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**[www.key-to-life.com](http://www.key-to-life.com)**

# Shannon Cutts

The **Programs** - The **Music**

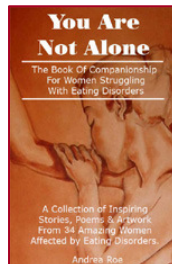
- The **BOOK** - The **Network**

## Speaking Programs:

(see attached for descriptions)

- **Beating ANA: My Story**
- **Beauty Undressed**
- **Eating Disorders 101**
- **A Beautiful Recovery**
- **Whole-Girl/Woman Beauty**
- **Concerts For Life**
- ***Customize Your Event!***

Shannon, you are a wonderful speaker. I somehow listen in a different way than I do usually. I can't explain in words how much you have already inspired me in just one hour. I have this feeling that I'm going to be thinking later in my life about what you're saying to me. I'm thinking about it now too. This sounds corny but it's true – you have a special, beyond special gift to talk and influence people. **-Christina**



The music of 'Dream' is universal and warms the soul. This album leaves a mark, and refuses to let you forget love and hope. **-Music News**

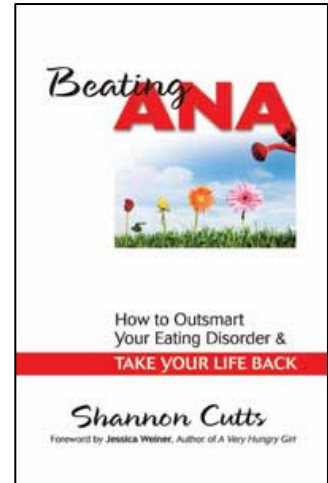
I just love your music. "This Mask" is my solo song this year for dance. Your music is so inspirational. Thank you for representing eating disorders! **-Amanda**

You are SUCH AN INSPIRATION & I LOVE YOUR MUSIC!!! It is a **wonderful aid for me to feel less alone in recovery!** **-Jess**

I think that ***Beating Ana*** has the potential to make a real impact on people dealing with eating disorders, particularly anorexia.

So often as I read the letters I think, "she sounds just like me."

**-Jen L.,** anorexia survivor



In ***Beating Ana***, Shannon Cutts offers a wealth of guidance that will do nothing less than save lives. Shannon has taken her vast experience and condensed it into an intelligent, captivating, and motivating work. This is a book that needs to be in the hands of every person in the eating disorder world: those who suffer, those who love them, and every professional who treats them. I would not stop there...the truly amazing beauty of this **literary treasure** is that it is a book every adult needs to read. When it comes to problematic behaviors as Shannon wisely points out, "Everybody has something!" This book can teach us all. **-Doris Smeltzer, MA,** author of **"Andrea's Voice: Silenced by Bulimia"**

## MentorCONNECT

Relationships Replace Eating Disorders

The very **FIRST GLOBAL NETWORK** for those in recovery from eating disorders!

I have made a connection with a mentee and I think it is going good. I really enjoy helping and I think this is a wonderful program. Thank you so much for letting me be a part of it. **-Cayce**

I have been struggling with anorexia for 2 years. I would love to have a mentor who has experienced what I'm going through and can offer support. Sometimes nutritionists, psychiatrists, and therapists just aren't enough to beat this awful illness. **-Katie**

[www.mentorconnect-ed.org](http://www.mentorconnect-ed.org)

# Shannon Cutts

Her Next **Visit...**

...could be to **YOU!**

## A Partial List of Happy Clients!

Collin County College  
Baylor University-Waco  
Central Christian College  
Columbus State Community College  
Colorado College  
Hudson County Community College  
Rhodes College  
Blackburn College  
Cotley College  
College of New Jersey  
Tarrant County Community College  
Trinity College  
Frostburg State University  
Malone College  
Houston Baptist University  
Bucks County Community College  
Houston Christian High School  
Temple/Travis Middle Schools  
Northern Arizona University  
Cy-Fair College  
Westside High School  
Paul G. Blazer High School/Ashland College  
Texas Education Agency  
Texas Association for Health, PE, Recreation & Dance  
Texas Behavioral Health Institute  
American Christian Schools International  
American Association of University Women  
The Girl Scouts  
Cadwalder Behavior Clinic  
Remuda Ranch  
West Oaks Hospital  
Baylor College of Medicine  
Menninger Grand Rounds  
Fellowship of the Woodlands  
Texas Parent-Teacher Association  
Texas Association for the Gifted & Talented Celebration  
Women's Ministries  
St. Thomas Presbyterian Church  
Ft. Worth Presbyterian Women's Ministries  
Crosspoint Baptist Church  
Tennison United Methodist Church  
Lake Charles First Baptist Church  
Trinity Episcopal Church  
Sun Creek United Methodist Church  
St. Timothy Episcopal Church  
Houston's First Baptist Church  
Inspire! Women's Conference  
Buda United Methodist Church  
Reaching Youth/Discovery Zone  
TEACH! Educators Conference  
Dallas UMYF District Youth Conference  
Maricopa High School/The Prevention Center  
York Middle School  
Tiffin College

## Shannon has been a Featured Guest with:

The Wickenburg Sun  
The Arizona Tribune  
KENZ5 Great Day San Antonio  
KUHT Channel 11 News  
Outlook Houston Morning Show  
The Collin County News  
WB Channel 39 Evening News  
The Philadelphia Inquirer  
The Daily Independent  
The New Jersey Signal  
The Trent Showplace  
The Houston Chronicle  
The Baytown Sun  
The Shelby Star  
WSAZ Channel 3 News

## A few of the many who endorse her work...

**Jess Weiner**, Tyra Banks Show Self-Esteem Expert  
**Doris Smeltzer**, Andrea's Voice Foundation  
**Jenni Schaefer**, Author of "Life Without ED"  
**Henry Rojas**, Remuda Ranch  
**Amanda Linkul**, The Chopra Center  
**Mia Gradney**, Channel 39 Evening News Anchor  
**Ron Saxen**, Author of "The Good Eater"  
**Lynette Taylor**, The Center for Change  
**Laura Collins**, Author of "Eating With Your Anorexic" and Founder of F.E.A.S.T.  
**Dr. Lisa C. Palmer**, LMFT, CHT, PhD, The Renew Center of Florida and MyEDHelp.com

**...but most of all, by those she has dedicated her life to giving HELP & HOPE to!**

## How to Book Shannon:

All you have to do is *give us a call or send us an email!* But **act now** - Shannon's 2009-2010 schedule is filling up fast! Good dates are still available, and we will do whatever it takes to make sure you are **completely satisfied** with your experience of having Shannon speak and sing to your group!

**1(713)777-6003** or [rgc@key-to-life.com](mailto:rgc@key-to-life.com) will get you the very best selection of available dates! And be sure to talk to us about how to include Shannon's new BOOK, *Beating ANA*, as a part of your event package!

[www.key-to-life.com](http://www.key-to-life.com)

# Shannon Cutts

The **Preparation** - The **Promotion**

- The **Students** - The **Staff**

**You are the Expert** with Your Audience! But here are a few “best practice” ideas we’ve picked up along the way that can guarantee that your event with Shannon is a **smash success!**

- Ever considered selling tickets to Shannon’s event? Students with a tight schedule may be more likely to attend if they pre-commit by purchasing a ticket!
- Students love a good cause! Consider **donating** a portion of student ticket sales to the National Eating Disorders Association (NEDA) or an on-campus cause!
- Students appreciate extra credit! Since the nature of Shannon’s events are geared towards **education**, be sure to let **campus faculty** know and encourage them to offer extra credit to their students for attending!
- Did you know that many civic, campus, honor society, religious, volunteer and Greek organizations **require** their members to attend a certain number of character-building or charitable events each year? Some of these organizations may even be willing to co-sponsor Shannon’s visit with you!
- We all tend to be forgetful. The more reminders students and staff see of Shannon’s event, the more likely they are to remember the day/night of – and COME! We have even seen posters on the back doors of **bathroom stalls** and in **local restaurants!** (also check your calendar to make sure Shannon’s visit does not “compete” with another important campus event!)
- Students love to learn, and **personal stories** like Shannon’s “stick” in their minds. Talk to us about a bulk purchase of Shannon’s new BOOK, *Beating ANA*, to offer to students at a discounted price the day/night of the event!
- Students love music. Talk to us about a bulk purchase of one or both of Shannon’s beautiful music CD’s to offer to attendees at a discounted price the day/night of the event!
- Students love free stuff – including free food!! Often Shannon stays for hours before and after an event talking with students. Consider planning a **reception** to welcome students to hang out with Shannon and share what is on their minds!
- Students love contests! Offer a prize (like a free autographed BOOK!) for the student who brings the most friends, or sells the most tickets to Shannon’s event!
- Students enjoy being leaders. Put the STUDENTS in charge of getting the word out about Shannon’s visit, alerting friends, professors, and organizations they belong to, and your attendance is sure to rise!
- Don’t forget about the athletics, health, psychology, sociology, medical, counseling, wellness and ROTC students and staff! Shannon’s event relates very well to students AND staff with interests in these areas!
- Any questions? Ideas? Needs? Remember we are always here to help you plan an event that will **guarantee your satisfaction** with Shannon’s visit to your group!

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