

Eating disorders have the **highest** mortality rate of any psychiatric condition.

**It is happening.
To us.**

25% of those who **receive treatment** remain ill or die.

-National Eating Disorders Association "Ammunition for Third Parties" compiled by Margo Maine, PhD

Thin = happy = me. This is our culture. And it is a *killer*. And it *will not stop*...until we MAKE it stop.

My name is **Shannon Cutts**, and I have lived inside the vortex of anorexia and bulimia. I survived in there for fifteen years, and emerged to share its secrets.

I understand why John Nash ("A Beautiful Mind") recovered from schizophrenia by putting his mind on a diet. I learned the key that unlocks the door to true recovery - that *Relationships Replace Eating Disorders*.

Today I know this. Because I am one of the "lucky ones". So today, my life's work is to pass my "luck" along to those who need it most...to those whose shoes I have stood in.

This is also why, in my new book, *Beating ANA: How to Outsmart Your Eating Disorder and Take Your Life Back*, I share HOW I DID IT and how you can support THOSE UNDER YOUR CARE to do it as they transition from treatment and return back home - to CONTINUE to BEAT the killer within!

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 clientele.

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 community and a world FREE from Eating Disorders! 1(713)777-6003 or rgc@key-to-life.com



Shannon

www.key-to-life.com

Eating Disorder Treatment Realities

- **FACT #1: *As the length of stay becomes briefer, readmissions rise.***

It can be heartbreaking to send a client home before you know they are ready. Yet insurance still doesn't cover the length and breadth of care that most victims truly need to get better....and stay that way, which means that....

- **FACT #2: *Transitional and Aftercare is CRITICAL.***

Each time a client returns home - yet again - to a triggering environment, their confidence in their power to stay recovered diminishes. What if there was a cost-effective way to send them home with a "mentor" who could partner with them to weather the transition successfully?

- **FACT #3: *Eating disorders are VERY CURABLE.***

The isolation caused by an eating disorder is the true killer. All successful treatment programs involve, amongst other modalities, finding creative ways to *replace* the dependency on the eating disordered coping skills with *real human relationships*.

- **FACT #4: *Recovery takes place over a long period of time.***

Yet the simple fact is that the more tools a client has in their "recovery toolkit", the more confidence they will gain, and the more likely they will be to continue to make progress towards their recovery goals.



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 could not recover 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, clientele and community! 1(713)777-6003 or 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**

1(713)777-6003 or rgc@key-to-life.com to book these events!

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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!

After 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.

Since 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.

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

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

In 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.

Most 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

Shannon Cutts

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

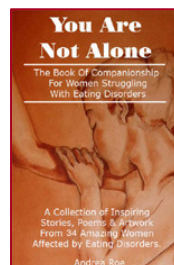
- The **BOOK** - The **Network**

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**

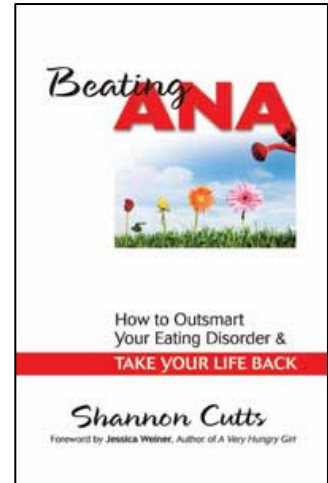
I just love your music. "This Mask" is my solo song this year for dance. Your music is so inspirational. Thank you for representing eating disorders! **-Amanda**

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

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 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

Shannon Cutts

The **Participants** -

- **Speak** for Themselves

Shannon, I just wanted to say thank you for all that you do for young women with eating disorders.. It feels so good to hear you speak - and to know that someone who has been there and survived understands what it is like. You are absolutely amazing and SO very wise! -**Sam**

Hi Shannon, I wanted to thank you so much for coming to visit. It meant more to me than you might know! Your words were very inspiration and so helpful. I've been struggling a lot, but you definitely made my day a wonderful one! It's been the best day I've had since I've been here, and I've got you to thank for making it that way. Thank you again for your words and your guidance. -**from the web**

Well, the journey continues...thank you for walking with me. You make my heart sing - to watch and see that you have 'made it', and that gives me hope, when before there was none. :) -**mw**

I had an eating disorder when I was younger and I have never told anyone about it till now because I was embarassed. But now that I have heard your story I have already convinced one of my friends to stop her eating disorder. Thank you - I love you. -**from event comment cards**

I am so thankful for people like you who understand what this disease is like. I have felt alone for so long. -**Kristy**

I just wanted to let you know something. When you came to our chapel and spoke and sang, and gave all the girls a copy of your cd, the song "A Different Girl" has since become one of the "anthems" of my recovery. Your words and this song 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! -**Halie**

Hello Shannon. I am doing better than I was before I met you. You really helped me to start feeling better about myself and now I don't care what other people say about me because I know in my own heart what the truth is so I don't have to worry about it. You really helped me see what really matters and for that I owe you my appreciation and gratitude. Thank You so much for coming to speak to us. -**from the web**

I saw you perform in Flagstaff, Arizona in the winter of 2004 I believe. During that time, I had been struggling through a second chapter of anorexia for a couple months. Your presence, in addition to a particular book I was reading, helped me to address that I once again had a problem. As you know, sometimes simply naming the problem helps tremendously in recovery. I was touched by your grace and sense of compassion and solidarity towards me and the other women there. I am happy to say that I have been eating well, and living an exceptionally blessed life for almost fours years now. -**A.**

I don't think I ever got to tell you how much you impacted my life in a positive way. One night you came out and told your story, and played for us. The fact that you knew you could not pursue your dreams if you continued with the eating disorder, and the way you spoke about that, was really profound. Anyway, it's been a couple of years since then, and I am happy to say that now I am completely recovered. Thanks again. -**from the web**

You have really helped me - you are such an inspiration. I have made many mistakes ... but you have given me hope and the courage to move forward. Thank you so much! -**from event comment cards**

Hey Shannon! I just wanted to tell you that since I met you, you've passed your courage on to me ... so now Shannon I'm letting go of my eating disorder. I'm really scared but I'm letting go. Love always -**Bel**

I had an eating disorder when I was younger and I have never told anyone about it because I was embarrassed, but now that I have heard your story I don't feel ashamed anymore. Thank you. **Jenny**

Shannon, you truly are an amazing woman. You have helped me so much. I will hang in there and never ever give up. I hope that we can hang out at some point and I can give you a really big hug and a million thanks! You are the only person that I have ever come in contact with that has recovered from an eating disorder. You are a true inspiration to me. I know that I can make it. Thanks for being there for young women like me. You make dealing with this illness a lot easier and I appreciate that so much! -**Brianna**

Hello Shannon. I am doing better than I was before I met you. You really helped me to start feeling better about myself and now I don't care what other people say about me because I know in my own heart what the truth is so I don't have to worry about it. You really helped me see what really matters and for that I owe you my appreciation and gratitude. Thank You so much for coming to speak to us. Love always -**Janie**

As someone brand new to recovery, you have been a huge inspiration. thank you :) -**Heather**

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