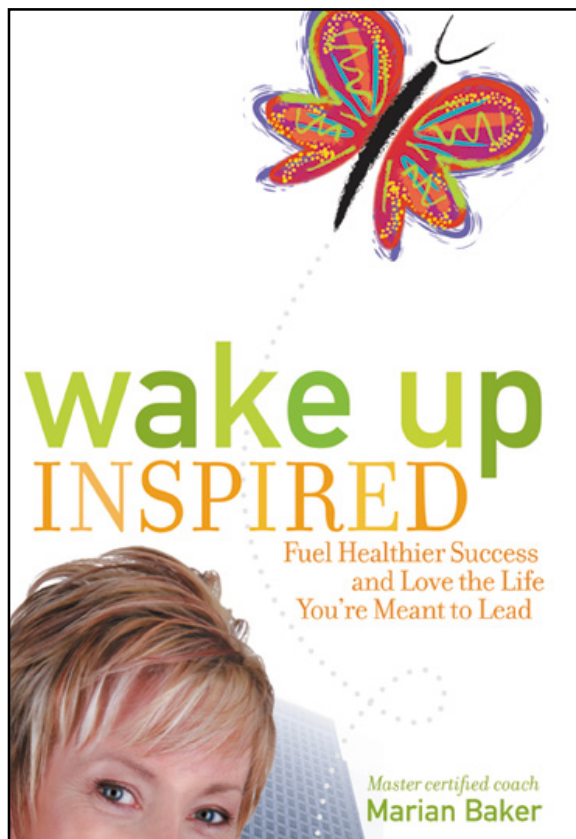


**Sure, you're achieving success.  
But would you like to catch yourself saying, "I love my life"?**



***Wake Up INSPIRED: Fuel Healthier Success  
and Love the Life You're Meant to Lead***

Marian Baker, CPCC, MCC

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Self-Help/Inspiration

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Selected as one of 50 top coaches in America, master certified coach, author and speaker Marian Baker has coached and led workshops with hundreds of clients from corporate, small business, non-profit and personal growth communities since 1996. Clients

value her holistic approach, blending mind-body-spirit principles with pragmatic tools and concrete actions.

Marian is profiled in the book, *The Art and Practice of Leadership Coaching; 50 Top Coaches Reveal Their Secrets*. Through her *Wake Up Inspired* book, groups and speaking, Marian is expanding her outreach in order to encourage and equip growth-seeking achievers to create the soul-fulfilling missions they are destined to enjoy.

Called "The Queen of Powerful Questions" by a leader of Coaches Training Institute, Marian has been quoted and featured in major media such as Health magazine and The Chicago Tribune. She has also been selected as an expert for Fitness Magazine's *You Can Do It* program. Marian is coauthor of the *Awakening Corporate Soul: High Performance, High Fulfillment* workbook.

Once upon a time, Marian's life appeared to be a smash success from the outside looking in. However, she gradually began asking, "Is this all there is?" and craving more meaningful fulfillment. Today, she's waking up inspired, humbled at the joy she feels in her own life, and delighted to help others fuel their own unique success stories. Marian loves this work, admires her clients, and will become your devoted champion. She falls asleep grateful each night with her husband and cats in Chicago.

***Crave balance or meaning?***

***Wake Up Inspired*** presents a new conversation about how today's women can pursue both a healthy, joyful spirit and real world ambition.

"With intriguing spiritual insights, down-to-earth humor and a pragmatic business sensibility, this book will have you believing that you can indeed wake up inspired, and equip you to create this as a daily reality. I know what I'm talking about. Marian has coached me for several years and I learn more with each and every session." Beverly Kaye, Coauthor of *Love it, Don't Leave It*:



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Visit the growing community at  
**[www.WakeUpInspired.com](http://www.WakeUpInspired.com)**  
(Coming this fall)

## *Wakup Up Inspired - Early Endorsements*

“Marian Baker makes an utterly persuasive case that success in the 21st century requires a combination of spirit and strategy. She shows why high achievers are also relentless seekers and why productivity depends on passion. Smart professionals who want to wake up each morning looking forward to the day ahead should grab this book. “

Daniel H. Pink, author of *A Whole New Mind*, former chief speechwriter for Vice President Al Gore

“With intriguing spiritual insights, down-to-earth humor and a pragmatic business sensibility, this book will have you believing that you can indeed wake up inspired, and equip you to create this as a daily reality. I know what I’m talking about. Marian has coached me for several years and I learn more with each and every session. “

Beverly Kaye Ph.D., coauthor of *Love it, Don’t Leave It: 26 Ways to Get What You Want at Work*, on the *Wall Street Journal* best seller list and a *Fast Company Magazine* Reader’s Choice award winner

“Marian Baker is the new voice of inspired action for anyone seeking to gracefully step out of their comfort zone and enter a whole new world of exciting possibilities. I heartily recommend this voice on moving you towards the path of joy.”

Suzanne Falter-Barns, author of *Living Your Joy*, selected as a “Best of the Best” self-help books by *Self* magazine

Wake Up Inspired delivers on its promise. For those who are ready to live more deeply, freely, and creatively – Marian Baker is a worthy guide. Her new book blends skillful teaching and practical exercises into a life-changing recipe that will nourish your soul. Keep it by your bedside. Take it on your next business trip. You will find powerful truths distilled into forms that you can use to wake up your life – starting today.

Eric Klein, author of *You are the Leader You’ve Been Waiting For*, and best-selling *Awakening Corporate Soul*

“Finally a writer that “gets it” By reading this book I felt it was speaking about my personal life. The lack of joy in today’s world is overwhelming and most of us don’t know an alternative. This book is profound, magnetic and amazingly simple. As the pages turned I felt myself becoming lighter with the insights Marian conveyed. A clear understanding about how to move from a non-questioning rat race life into a peaceful, exciting journey with EASE, is this book’s gift to you!”

John Vazquez, MD, Chairman, Department of Anesthesia, Mt. Sinai Medical Center

“This book immediately grabs your attention with the words, “What are you living for?” From that moment, you will be taken on a journey you will remember forever. Marian Baker is a brilliant coach, inspiring speaker, and thank goodness she is now sharing her thought-provoking and witty insights with the public. She balances the spiritual side of “waking up inspired,” with a specific, step-by-step roadmap to living a deeply rewarding life. I am excited that you, fellow reader and traveler, now get to benefit from her wisdom in this incredible book.”

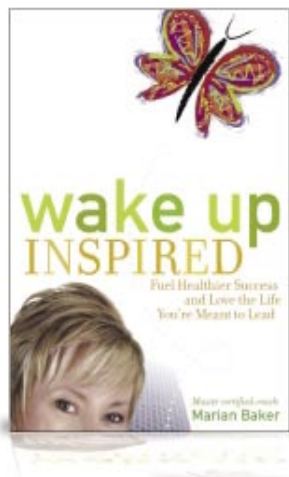
Michael Charest, President, Business Growth Solutions, Author, *From Grunt to Greatness!*

“As a marketing professional, I have long understood that compelling brands are built one detail at a time. Marian Baker teaches that compelling lives are made the same way. I used to feel life flying by. This work has inspired me to claim the quiet moments and to connect to a higher agenda for my own life. Filled with compassion and well-timed zingers, Marian’s wisdom and merry laughter can be felt in the pages of this book.”

Kelly Smith, Vice President, Corporate Marketing

New Story Press, Contact: [Marian@MarianBaker.com](mailto:Marian@MarianBaker.com), 773.509.9408

## Wakup Up Inspired - About the Book



### Wake Up Inspired: Fuel Healthier Success and Love the Life You're Meant to Lead

More and more achieving women are not waking up inspired, and beginning to ask "Is this all there is?" How will women's search for meaning become the new story for the 21st century? Do we have a healthy revolution brewing?

- It's time for a new conversation about how we create success. More professional women are ready to redefine success to prioritize well-being, spirituality, and meaningful work rather than sacrifice these while trying to climb and compete in ways that are often out of sync with her true nature.
- Imagine the draw of a purpose-driven life tailored to the needs and sensibilities of today's white collar woman who values fulfillment and flexible choices for her own version of feminine achievement.
- We need to go beyond the tired, ineffective tips about work-life balance. It's time to learn how we actually can pursue both a healthy, joyful spirit and real world ambition with an integrated approach.
- Where most people get stuck is, "How can I actually create a more inspired life and still pay my bills?" (Parables and platitudes are not enough.) They need pragmatic help with integrating spiritual growth, healthy habits and professional accomplishment. This is not taught in school or on the job. This book equips readers with a toolkit and compelling roadmap with 10 stations on a Life Fitness Trail.
- In spite of our accumulation of stuff and technology, we are experiencing a poverty of inspiration. Lack of inspiration is expensive. It's a threat to our personal, career, economic and global health. We are at the threshold of redefining success and reclaiming true prosperity.
- Wall Street Journal writer, Sue Shellenbarger was so deluged with emails from one column that she responded with her book, "The Breaking Point; How Female Midlife Crisis is Transforming Today's Women." She reports that 69% of women are searching for ways to gain control over their lives. An AARP survey reports that 88% of midlife women say spirituality is extremely important to them. (Younger professionals are also more interested in mind-body-spirit principles and quality of life.)

- Rather than view this as a crisis, Wake Up Inspired applauds the healthy restlessness of these “Seeker-Achievers” as good news.
- Time magazine quips “There has never been a better time to have a midlife crisis than now.” Fast Company magazine is now saying that women aren’t opting out of business so much as they are choosing to create their own version, or what author Marian Baker calls the new story of Inspired Success.
- The blend of mind-body-spirit fuel and strategic pragmatism (and not too much esoteric woo-woo) is especially salient for this audience. The reader will gain validation that she’s among millions of other bright achievers who share her aspirations and challenges. (Author Marian Baker coaches many professionals who still ask, “Am I your only client who feels this way?”) We want to offer each reader real hope and relevant action steps.
- The book also challenges self help myths, expanding on why goal setting doesn’t work, how balance is not a math problem and having a plan is not the answer--- and what does work, based on decades of study and hundreds of clients’ real life experiences.

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## Marian Baker In The News

### The Chicago Tribune: Pursuits of Happiness



Marian Baker urges clients to make happiness a habit. "It's not so much about outer trappings as it is about how we deal with circumstances," she says.

"Be aware of you inner desires; take responsibility for creating your own well-being and success; make choices in sync with your true spirit." Baker encourages clients to find their passions and gifts, then match those with what the world needs, the result being a "joyful mission."

"Life is indeed precious. Don't kid yourself that it's all going to be manana, manana."

### Health magazine: The Path to Success



Women are born to lead just like men – they just go about it differently.

"Women may have an easier time creating personal relationships, and that helps them tune into others' goals and values," says Baker. For example, knowing what keeps your boss awake at night is a step to solving problems- and getting promoted. And by getting to know her subordinates, a female exec can keep her employees happy by assigning them task that match their talents and interests.

### The Chicago Tribune: Smart Talk--Women Reach for Their Own Higher Power



It should be a bumper sticker. Have you seen your authentic self today? You know her. The one who promised herself she'd shoot for the moon – but settled for something less than stellar. The one who vowed to find a better relationship, job and life, but hasn't found the time or energy. If you haven't seen her lately, you just may find her at the Women's Empowerment Group led by Marian Baker. Baker works with women searching for empowerment, which, as she defines it, is "knowing who you are, what your values are, your purpose and vision – and then consciously choosing to create it."

"[Clients] develop a sense of their own balance, how to be at choice and to live more effectively with less struggle," Baker says. "Imagine feeling like you'd never have any regrets about how you lived your life. It's like moving toward that all of the time. There's a flow – a peace of mind, a renewing positive energy to living more deliberately with the right structure and support – it's a blast."

Baker's [clients] find their emerging empowerment a blast too, when they revitalize careers, follow their hearts and renew passion for life.

## The Chicago Tribune, Working: A Coach in Your Corner



"[Some of] My clients are business owners who are already highly satisfied with life and their career path ... My expertise is bringing out the best insights and action plans in each of my clients. It's not about hiring an expert to tell you what to do. You hire a coach to help you discover how to make effective choices," said Marian Baker, a professional coach in Chicago.

Elizabeth Lewis has found that her coach has helped her set goals and stick with them, manage her time better and even learn how to make more time for herself—all issues she wouldn't feel comfortable unloading on her friends or family. "It's helpful to have someone to talk to, an objective person who doesn't have preconceived notions about who you are," she said. It never hurts to have someone who wants you to succeed just as much as you do."

Only time will tell whether [coaching's] focus on happiness and balance will make a dent in an otherwise cutthroat, fast-paced society. "Are we changing the world? I don't know. But are we changing the world one person at a time? It's certainly worth the commitment to me," said Baker.

## The Chicago Sun Times: Rejuvenating the spirit is equally important

If you sometimes wish there was a spa for the soul, you are not alone. "People are reaching that Peggy Lee stage, asking, 'Is this all there is?'" says Marian Baker, the owner of True Spirit, a coaching and consulting company that provides retreats and workshops for people seeking balance and fulfillment. "It's a quiet revolution. In the '80's and '90's, we had techniques for coping and stress management. Now people want deeper meaning," says Baker.

## Today's Chicago Woman: Ever Wonder What a Life Coach is All About?



It's like having a custom-designed workshop just for you, to help you create success in tune with your true self and priorities. It's having a unique partner, who serves as your confidential sounding board, healthy challenger, brainstorm partner and accountability support. Coaches are nurturing advocates and sometimes the fire you need under your butt.

## Remarkable Woman magazine



Ever long for a shift from autopilot achievement and consumption to conscious choices; from overload to wholeness; from vague restlessness to enthusiastically living on purpose? If so, take a breath and read on with a promise to yourself to wake up to new possibilities in your life....

## Kellogg Graduate School of Management Alumni Club, E-Business News

### *Work-Life Balance Panel Review*

Marian Baker suggested a poignant self-awareness question to help one evaluate if changes are needed in one's life: Imagine it is your 80th birthday, do you feel gratitude and pride or resentment and regret? Start asking that question now, and decide what needs to be changed today in baby steps.

Perhaps in the introspection of developing a work-life balance you discover a need for a new career that will allow you to achieve that balance. Again, we have to deal with trade offs. There are some careers that are not conducive to balance and we need to decide our priorities at different points in our lives. Marian Baker developed a matrix with four boxes to help us find fulfillment and true success in work. She indicated that we should fill the boxes with the following:

- 1.What do you love?
- 2.What are your gifts, talents and tools?
- 3.What does the world need? (not just a hospital in India, but maybe better distribution system for widgets).
- 4.What are others willing to pay for?

The crossroads of these four points could lead to insights for your next career or renewing passion in your current work.

“In creating balance and career success it is also key that you find a champion,” asserted Marian. The reason we need a champion, a major supporter, is because many people frown upon new ways of thinking or doing. We all tend to have a built-in inertia because we get comfortable with the present situation, methods, or ideas. Seek out open-minded, “I believe in you” supporters and don't let cynical squashers drain your energy too much.

To conclude the discussion, Kathy McDonald (author of Creating your Life Collage) asked each of the panelists their Key Learning regarding achieving work-life balance.

Marian Baker: “Life balance is not a math problem. It is about making new choices in sync with your true self, values and authentic priorities.”