



Media Kit for *Gift Giving for Busy People*

In this media kit:

- About the Book — Fact Sheet
- About the Author
- Recent Media
- Interview Q & A

About the book *Gift Giving for Busy People*

Gift Giving for Busy People is designed to be a stress-free guide to find the perfect gift for anyone on your list, for any occasion from holidays to birthdays and beyond. This book is written for someone who would rather hear an enthusiastic, “Wow!” than a weak, “Uh, gee, thanks” when their gift is received. This concise book packs practical and useable information onto every page. Readers will discover:

- 10 ways to reduce the stress we put on ourselves about gift giving.
- Why gift giving is not about shopping, but rather about tuning in to the recipient (and *exactly how to do that!*).
- Inspirations for every gift giving situation from birthdays and anniversaries to the other 362 days a year.
- How to make gift giving a part of your everyday life so you’re never caught “giftless” at the last minute *no matter how busy your life may be!*

Gift Giving for Busy People:

The Stress-Free Guide to Find the Perfect Gift for Any Occasion on Any Budget

Publisher: By Dsign Omnimedia, 2010

Author: Deanne Marie

96 pages

Retail price: \$14.95

Available at www.giftgivingforbusypeople.com

Also by Deanne Marie

Halloween for Busy People
Thanksgiving for Busy People
Christmas for Busy People

Written for anyone who is a short on time but long on dreams of magical and memorable holidays, these e-books provide planning guides (including a day-by-day countdown to each holiday), recipes, craft ideas, decorating tips, entertaining solutions and much more.

Available online at www.holidaysforbusypeople.com

About the Author



Deanne Marie is a busy person—attorney, writer, award-winning speaker and volunteer—who developed a personal system for balancing home and work life. After years of people asking, “How do you find time to do all this?,” she decided to teach others her secrets for success.

She developed the ***Smart Solutions for Busy People*** books, e-books and online resources to guide and inspire busy people everywhere to create meaningful and memorable celebrations for themselves, their families and their friends.

Deanne founded By Dsign Omnimedia to empower others to achieve the life of their dreams—to live by design rather than by default. Her background in print journalism, broadcasting and law give Deanne a unique perspective. A dynamic speaker and instructor, her presentations are packed with insight and humor, delivered with her signature warmth and sincerity.

Growing up outside Chicago, Deanne learned the arts of gift giving, entertaining, cooking, home decorating and more from her parents—creative and successful busy people who always found time for their families and friends.

Deanne graduated *summa cum laude* from Drake University in Des Moines, IA with a bachelor of arts degree in Journalism and International Relations. She received her Juris Doctorate degree from Drake Law School.

Now located in Las Vegas, Nevada, Deanne was named one of the city’s “40 Under 40” by *In Business Las Vegas* newspaper in 2006. She enjoys traveling, networking and creating.

Recent Media

Quoted in: "Be prepared with standby gifts," Holiday Gifting, Vol. 2 (December 2010)

http://issuu.com/timescall/docs/holiday_2

By Chandra Orr

Creators.Com

Oops! You didn't know you were swapping gifts ... Until the other person showed up to the party with a present in hand. No problem. You planned ahead and have a well-stocked selection of standbys, little presents that say "I care" when you need a gift in a hurry. "Though I don't believe that reciprocal gift giving is always necessary, there will be times when you want to acknowledge someone at the holidays. The best standby gifts are useful and tasteful – and just personal enough," says **Deanne Marie**, author of "Gift Giving for Busy People."

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"Wrap the gifts beautifully so they're ready to go, but be sure to put a sticky note on the bottom to identify what's inside," **Marie** says. "Keep them in a gift drawer or under the tree – and keep one in the car just in case. When the opportunity presents itself – either you receive an unexpected gift that you'd like to reciprocate or you're moved to give someone an unexpected gift – don't stress over your selection. Standby gifts are not meant to be the most amazing, meaningful gifts ever. They're tokens of appreciation and gratitude."

Radio Interviews

Dec. 12, 2010

109.7 WIRK

West Palm Beach, FL

Dec. 13, 2010

WHTC

Holland, MI

Dec. 14, 2010

WBCK-FM

Battle Creek, MI

Dec. 14, 2010

Dresser After Dark

Blogtalkradio.net

Dec. 20, 2010

The BROADCAST, WKKX,

Wheeling, VA

Dec. 22, 2010

Two Moms and a Mic

1400 KKZZ

Los Angeles, CA

www.2momsandamic.com

Interview Q & A

1. What is the secret to being a great gift giver?

Being a great gift giver is not about being a good shopper. It's more about being a good listener and a good observer. It's important to take a few moments and really think about your recipient – what does she or he value most in life? What's important to them? How do they spend their time? When you can find a gift that reflects who they are and supports their values, it will be a winner, no matter how much you spend on it.

2. You talk about giving gifts that speak to the recipient's values. How do I know what those are?

This goes back to being a good observer. What does she fill her home with? Is there a color that pops up everywhere, are there books on every possible surface? What sports or hobbies does your recipient enjoy? These are all clues. A great exercise is to picture you and your recipient walking through a shopping mall. What is he or she drawn to? What do *they* see, what do *they* talk about? It's all about tuning into them — and anyone can do this!

3. You've identified four qualities that every gift should ideally have. What are those?

Once you've identified your recipient's values, and you have an idea or two of what the gift will be, see how many of these categories it fits into: (1) instant gratification — does it have a great smell, taste, touch, sigh or sound?; (2) long-lasting — is it something that can be used again and again?; (3) sentimental — does it speak to a shared experience or something close to the recipient's heart?; and (4) educational — does it share interesting information or give a new perspective?

4. What are some low or no-cost gift ideas for any occasion?

The most precious resource that anyone has is time. Once we spend it, we can't get it back. So, your time is the most precious gift you can give to another person. Again thinking about your recipient, use your computer to make coupons or vouchers for things like babysitting, or an hour of errand running or helping them pull weeds in their garden. Instead of a fruit of the month club, make it deed of the month club. If you're a great cook, offer to make your recipient a special dinner. Package them in a pretty tin or an envelope with a pretty ribbon.

And sometimes the very best gift, especially at the holidays, is a heartfelt note to your recipient expressing your sincere gratitude for him or her or something they did for you during the year.

5. What about gift cards? Can't I just pick out a gift card and call it good?

Gifts are really about communication. Your gift communicates to your recipient how you feel about them, and your relationship to them. What do you want your gift to say? More than a quarter of gift card recipients never even use the card, and of those that do use the card, 60 percent spend more than the card is worth. So what does your recipient really receive? Gift cards do have a place in some instances, but try not to use them as a "I didn't know what else to get you" cop-out.

6. So what are some of the instances where a gift card is appropriate?

I like to use gift cards as a part of a more personal gift. For example, maybe you know some new parents who haven't been out on a date for a while. A gift card to a local restaurant or movie theatre combined with a voucher for your babysitting services gives them a really personal and precious gift — that gift of time together. Another appropriate use is an occasion like a housewarming or a baby or wedding shower where you know the recipient will need a lot of new “stuff” or maybe they're saving up for a big ticket item and the gift card may be used towards that.

7. What is the #1 secret to stress-free gift giving?

I think it's the secret to so many things in life, and that is to be prepared. We know when Christmas is. Same time every year, isn't it? We know when our mom's birthday is, the kids' birthdays, our anniversary ... the trick is not to let any of this sneak up on you! Make a plan at the beginning of the year. Put the important gift giving occasions that you know about on your calendar and then remind yourself a month, two weeks and a week in advance. There are several online services like hallmark.com and plaxo.com that are free and will email you reminders.

Another key is being prepared with money, so you're not stressed about that, too. Remember when banks had “Christmas club” accounts where you could save money all year? Use that same theory to set aside money, even just \$5 or \$10 a paycheck, into a gift account. It could be an envelope or a lock box where you store it in cash, or set up a free savings account online or with your bank.

Now let's say you're out and about and you see the perfect shirt for your husband but his birthday is two months away. If the price is right, and you have the money in your gift account, buy it on the spot and put it in what I call the “gift drawer” or some designated place where you can stash gifts you buy throughout the year. Or if you can't buy it right then, make a note in your planner about the item and where you found it, or give you name and number to the sales associate and ask them to call you when it goes on sale.

8. What about re-gifting? What is it and is it ever OK?

Re-gifting is all about reusing and recycling — it's kind of like “green” gift giving! No matter how hard the giver tries, sometimes they may not hit the nail on the head, and the recipient, although grateful for the thoughtfulness, may not be the perfect owner for a particular gift. No problem. The perfect recipient will show up. Simply store the gift in your gift drawer and then give the gift to someone else. That's re-gifting. But there are a few rules. Remember to remove any tags or labels that are specific to you, and you may want to put a sticky note on it to remind you who gave it to you — just do it doesn't end up going back to them!

One example I talk about in the book, my boss gave me a nice picture frame — nothing wrong with it, it just wasn't my style. So in the gift drawer it went. A few months later some girlfriends were visiting and while we were out shopping, one of them picked up a frame and said it would go great on her mantle and she wanted to buy it. It was the *exact* frame I already had! So I was able to give my friend a gift and save her some money!