

Hot, Rich & Green!

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GALLEY COPY

*"Rebecca is one of
the most persuasive
people I know. I can't
say no to her."*

- Sir Richard Branson



PRESS

KIT 2010



ENDORSEMENTS



"Shaping the future is her forte, and here Rebecca is at her best."

Sir Richard Branson
Virgin Group & Environmentalist



"Want to change the world? Rebecca's book is a journey of self-discovery that can lead you through your fears into a new place of personal empowerment where you as a woman have the tools you need to make the difference you want to make."

Alexandra Cousteau
The Blue Legacy



"Rebecca captures the secrets & essence of environmental women who have made a difference! Get inspired & READ this book!!! It's motivating, practical, and life-changing if you are ready to take that next step in your LIFE!"

Amy Smart
Actor & Environmentalist



"This book will be the guiding light to help you follow your dreams and make money."

Rory Freedman
Author of Skinny Bitch series & Environmentalist



"When you trust your heart...everything great follows...this book shows you how to follow your environmental passion so that the universe supports you with huge abundance!"

Mariel Hemingway
Actor & Environmentalist



"What if you – as a woman – could completely transform your relationship to money and make a difference for the planet? Rebecca's book gives breakthrough advice on how to use your voice and passion to sustain yourself and the world at large."

Rachelle Carson Begley
Actor & Environmentalist



ABOUT *HOT, RICH & GREEN!*



In *Hot, Rich and Green!*, Rebecca Harrell Tickell inspires women to realize their power, follow their passion, and start the eco-friendly business of their dreams. The lessons in this book come from Rebecca's personal experiences, as well as through one-on-one interviews with successful women who have thrived by following the simple formulas presented. With an authentic, positive message, *Hot, Rich and Green!* is a book about women, for women, by women.

Rebecca illustrates her points with personal anecdotes on her journey to becoming successful in the green world: how she left her acting career to pursue a more meaningful life, how her future husband inspired her years before meeting him, and what makes her grandma "hot." Shaping the future is her forte, and here Rebecca is at her best: Offering information and inciting action.

A motivational book for any budding environmentalist, *Hot, Rich and Green!* demonstrates how women can work to save the planet, while achieving monetary success and personal satisfaction. *Hot, Rich and Green!* highlights the true values that stem from running an eco-friendly business: helping your community, sustaining yourself financially, improving your quality of life, and ultimately saving our planet.

Hot, Rich and Green! is designed to inspire woman of all ages, all backgrounds, and all incomes. This book proves it is possible for women to run a business without sacrificing their lifestyles, or the well being of their families. The ultimate motivational coach, Rebecca lays out an informative and easy-to-understand formula to achieve financial freedom while attaining your green dreams.

**This book
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AT A GLANCE

Hot, Rich and Green! is the first book devoted to women about women who are following their passion, making a living and saving the planet.

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READER DEMOGRAPHICS: Women between 20 & 65

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SPECIFICATION DETAILS

SIZE: 5.5 X 8.5 upright

LENGTH: 160 pages

TONALITY: Inspirational current true stories

IMAGERY: Photos of featured women

SPIN-OFFS: Hot, Teen & Green, Hot Dad & Green, etc.

MERCHANDISING: DVD's, CD's, Newsletters, memberships,
kits, etc.

UNIQUE SELLING POINTS

This is not a trendy "go-green tips" book, a green diet book, or a boring "how to fix your finances and save money" book. We offer a real voice; an authenticity through one-on-one interviews. It sends a positive message, but not a gimmicky one.

It is appealing to a wide age range - not just college grad start-up companies or mid-life crisis women looking for a fresh start. We not only address financial issues specific to green business, but also address what we women want from our jobs/career, our community, our culture, our quality of life, and ultimately our planet.

Our proposition deserves big interest because we cover a wide range of green careers - from chefs to architects to celebrities and scientists. Every budding green woman will find someone in the book that they can relate and aspire to.



ABOUT REBECCA H. TICKELL



Rebecca Harrell Tickell has dedicated her career to the advancement of women in green businesses. She specializes in providing women with strategies that empower them to profit from their passion for supporting their communities and the planet. She has worked with hundreds of women who, collectively, comprise a substantial portion of the “green movement” - from CEO’s of major nonprofit corporations, to women who are designing new eco-friendly products, and who are fundamentally shifting the way corporations think and work within the environment.

Her new book, *Hot, Rich & Green!: The Secret Formula Women are Using to Get Rich and Save the Planet*, gives a fresh perspective on the role women are playing in reshaping the environmental movement. This book offers profound value to its readers, teaching them the formula to create and financially succeed from businesses in the green space. The lessons in the book come directly from actual successes and failures of women who have lived the simple formulas presented.

Rebecca came to her calling as the “queen of green” through her background as a film producer, musician and a youth coordinator. She produced the Academy Award Shortlisted and Sundance Audience Award Winning, environmentally-themed movie, FUEL. She chairs The Veggie Van Organization, a national nonprofit dedicated to education around sustainable energy. Through her work in the nonprofit sector, she has spoken to and trained over 10,000 teens and teachers throughout Southern California in the art of fundraising and positioning. Rebecca also works closely with highly esteemed organizations such as Jane Goodall’s Roots and Shoots program, the United Nations and the Virgin Group.

Rebecca has extensive experience and success in the entertainment industry, including starring in the classic Christmas movie, Prancer, and NBC’s Third Watch. Rebecca, who grew up in Vermont, currently lives in Venice, CA with her husband, Josh, and their pug, Mr. Brown.

Rebecca welcomes participation in bookstore events, including book signings or seminars for book groups or writers’ conferences. If you’re a reviewer or reporter interested in arranging an interview, please contact coordinator@hotrichandgreen.com.



HOT, RICH & GREEN! PREVIEW

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HOT, RICH & GREEN! PREVIEW

Introduction Having The Dream

If it had been up to me alone – the title of this book would have been something like, *The Most Influential Green Women in Business*, or, *How to Transmute Your Divine Feminine Spiritual Energy to Gain Personal Empowerment and Do Great Things for Planet Earth*. Unfortunately, you wouldn't remember either title long enough to get to the bookstore.

At first I resisted "Hot, Rich and Green." I felt that it didn't reflect my voice. The Green part did – but neither the Hot nor the Rich part did.

Then I had a realization that changed everything.

I had never seen myself as "hot." But surprisingly, from the time I was a little girl, I had always seen my grandmother as "hot" and I actually still refer to her that way today. Why? Well, she's incredibly individualistic – she meditates for at least an hour a day, exercises, has a beautiful yoga practice, is well-read, does art, has an amazing self-sustaining organic garden and emanates an air of life and power. In fact, my grandmother is so "hot" that she's been married to a man who is 30 years younger than her for as long as I can remember. (My grandfather is younger than my father!) The important thing here is that she is "hot" because she is empowered, passionate, and she defines her own life and her future. Thinking about my grandmother, I realized that we women think that "hot" is some unattainable state. It's out there somewhere, but no matter how many copies of *Vogue* and *Elle* we buy, we'll never achieve "hot."

Then it hit me – "hot" is a state of mind, a way of being that any woman can have, regardless of her looks or her circumstances! In fact, what makes women hot is not the tinsel or the eye candy, it's the attitude. Just look at some great women like Aretha Franklin, a.k.a. "The Queen of Soul," Madeleine Albright, the first woman Secretary of State, and Oprah, who is undeniably one of the most powerful women on the planet today. These women are some of the hottest ever, indeed, hot isn't out there somewhere on a magazine stand; it's in every single one of you reading this book.

So then I wondered, "If hot isn't on the outside, but rather on the inside, then what is that thing inside of women that makes us hot?" I assert it's our womanly power. And to be powerful, we women must be empowered. We

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HOT, RICH & GREEN

seem to take for granted that a big part of self-empowerment is education, but I think a lot of us fall into the trap of believing that education is strictly about knowledge. We go down the path of believing that more knowledge will somehow give us more power. We then tend to overload ourselves with information that presumes "what and how we should be." Meanwhile, we lack the basic tools of how to do, be, and have what we truly want as women.

American women are just over 50% of a population in the top 5% wealthiest bracket of human beings on earth. In other words, if you are an American woman reading this book, you are probably already rich by world standards. You may not feel rich. In fact, you may feel that you are "locked out" of ever being rich. Digging deeper, you may find you have all sorts of negative emotions around wealth and money. All of this is perfectly normal. At the same time, it may be part of what keeps you from feeling and being rich.

When I speak about "Green" (it) is something wholly new. It is a game-changing view and one that has the power to impact every aspect of human life, forever.

For example, it would be hard for me to be successful in making money if my fundamental feelings around money were negative. In other words, if I had a negative association with money, I would also have an aversion to dealing with it, making it, or having it. After the many interviews with women I have done, and some additional research and soul searching, I realized that I am great at making money. On one hand, I am part Lebanese and grew up with great negotiators, which was purely by divine chance. I am also great at making money because, for whatever reason, in my upbringing – in my particular socialization – I, as a woman, was not given the programming that encumbers money with negative feelings.

You don't have to do a detailed social survey to find out how men view themselves in relation to money. Men in the western world are socialized, from an early age through retirement, to use money as a measure of their success, even as a measure of their masculinity. Their "earning potential" is perhaps the most critical aspect of their identity. With such high stakes, there

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HOT, RICH & GREEN! PREVIEW

HOT, RICH & GREEN



Amy Smart

Los Angeles, CA
Actor & Activist

Her Business

My acting career was on the brink of starting and I was also doing environmental work; I've been going back and forth between the two since I was 18. When my career really started to blossom, I realized that I could use my celebrity for the environmental world. I

joined the Environmental Media Association, which is about bringing green messages into Hollywood. I just became a chair for the Young Hollywood Board, which launched a program a few months ago to bring organic gardens into schools.

Her Passion

My mom taught us to recycle as kids and we would do beach clean ups. When I graduated high school I really wanted to get involved and do something on a volunteer basis. So, I called Heal the Bay and I trained to become a speaker for their speaker's bureau.

I joined a modeling agency and by the time I was about 16, I started getting jobs, catalog work, and a couple of campaigns. Modeling turned into doing commercials and getting my SAG card. I got small role after small role, then a small role in a studio movie, which led to getting a real agent.

Her Advice to Women Starting Out

I don't think that women realize the power that they hold. I feel that we have been in this age where women have been told that they are less on some level, whether it is subconscious or not. Lessons will keep repeating in our lives until we really just face them, understand them, embrace them, and then move through them.

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STEP 1

Her Secret

I try to be really clear in my consciousness. I do believe that what we tell ourselves in our mind comes out into our actions. I always try to lead with my heart.

Why Green?

Intuitively a lot of us feel that this world is not running in an optimal way. It is definitely not running in a sustainable way. We see the effects of pollution. How can we change that? All of these little baby steps that you take really do make a big difference in the world. It is fulfilling knowing that you are doing something that is going to help the planet or is going to help people.

On Money

If we are comparing ourselves to people who live on almost a dollar a day, I am very wealthy. But if we are comparing ourselves to really rich people in Hollywood, I am not. In terms of living comfortably, I feel really blessed and I always feel taken care of.

Lessons will keep repeating in our lives until we really just face them, understand them, embrace them, and then move through them.

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