



**Allie Ochs**



**Relationship Coaching, Keynotes, Workshops & Seminars**

Dear Event Organizer:

Thank you for contacting Relationship Expert, Coach and Speaker - Allie Ochs.

Your requested speaker's kit contains the following items to assist you with your decision-making:

- Speaker's Topics
- Press Releases
- Speaker's Bio
- Published Book- *Are You Fit to Love?* one-sheet
- Published Book
- Fee Schedule
- Pre-Program Questionnaire

Contact Allie now to book your date and to address your questions. Allie looks forward to cooperating and delivering a very successful event for your organization.

Cheers!

*Allie  
Ochs*

39 Carluccio Crescent, St. Catharines, On L2M 7V6 Canada, Phone: (905) 938-3568  
Email: [info@fit2love.com](mailto:info@fit2love.com) / Web Site: [www.fit2love.com](http://www.fit2love.com)



### **ABOUT ALLIE**



Allie, relationship expert, coach, speaker and author of 'Are You Fit To Love?' has been through the "school of hard knocks" personally and vicariously as a coach for the world's largest relationship agency. This background coupled with studies in psychology and sociology and years of relationship research afford Allie a refreshing mix of savvy and empathy. Her vision transforms every relationship.

### **ALLIE'S ACCOMPLISHMENTS**

- Business management and marketing diplomas
- Former owner of Professional Singles over 30
- Recipient of sales and customer service awards
- Top producer for Blum, Toronto, Club Atlanta Travel & Together, Ontario
- Pioneer in the Emu breeding business
- Provisional member of the Canadian Association of Professional Speakers
- Relationship/dating expert for [www.singlesonline.com](http://www.singlesonline.com)
- 40+ online dating expert for [www.e-datingexperts.com](http://www.e-datingexperts.com)

She has appeared on TV and Radio shows and was one of the signing authors at the American Book Expo 2004 in Chicago. Her book has received the Honorable Mention at the 2004 USA Best Book Awards and an excellent 5 star review from Midwest Book Review.

Allie has spoken in front of private, corporate clients and at business functions. To book Allie for your next event visit her website: [www.fit2love.com](http://www.fit2love.com), e-mail: [allie@fit2love.com](mailto:allie@fit2love.com) or call: 905-938-3568

### **ALLIE IS PUBLISHED IN**

Single Again Magazine, Alive Magazine, Independent News Media Center, Disinformation, UK Activist, various Military Publications, Cosmopolitan UK, Woman This Month, Enotalone, Kelowna Capital News, Calgary Herald, OfSpirit Magazine, Mahoning Valley Woman Magazine, Boomercafe, Alumbo, Women's Netnews, Meetingland, Holistic Junction, Total Woman, Our Word, Senior's Digest, Your Self Magazine, Women Central, Philadelphia Daily News, Spiritual Soul, Connecticut National Guard and The St. Catharine's Standard.

Contact Allie: 39 Carluccio Crescent, St. Catharines L2M 7V6 Canada Phone (905) 938-3568 Website: [www.Fit2Love.com](http://www.Fit2Love.com) / E-mail [info@fit2love.com](mailto:info@fit2love.com)

## Testimonials for Allie Ochs – Fit 2 Love!

**Dear Allie:**

Thank you for delivering a timely, though-provoking and powerful presentation about how to create loyal customers. Your lively presentation: *Are You Fit To Serve Your Customers?* inspired and empowered the audience to emotionally connect with their customers. The audience was motivated to accelerate their businesses by applying what Allie calls the 21<sup>st</sup> century marketing tools: mutual respect, moral responsibility and authenticity. Our audience feedback ranks Allie as one of the best speakers we had. We recommend Allie to other organizations and look forward to having Allie back for future programs. Continued success, Allie!

Sincerely,

**Henry Grevers, President of the Rotary Club Woodstock**

I loved how Allie uncovered what really goes on in a customers mind and what it takes to understand and respond to customers.

**A Rotary Participant**

Allie's presentation was an amazing eye-opener that will help me greatly with my customer relations.

**A Rotary Participant**

Allie's enthusiastic and though-provoking presentation: *Are You Fit To Serve Your Customers?* was a heartfelt, powerful message about how to emotionally bond with customers. Her humorous, no-nonsense approach to what really matters in this 21<sup>st</sup> century business climate kept the audience alive. Her tips and solutions to create loyal customers, who advertise our businesses, can be instantly applied. We recommend Allie happily to other organizations.

We received many great comments about Allie's presentation and would love to have her back. Many of our Members purchased Allie's book "Are you Fit to Love" and are now happily applying the Strategies to their lives. Allie is a must-have Speaker who really knows how to motivate and fascinate her audience.

**Sandra G. Shorthouse – S. G. Shorthouse Insurance & Financial Services  
Niagara Area Business Women's Network Chair**

I received great value from Allie's enthusiastic presentation and would like to hear it again.

**A NABWN Participant**

A dynamic, well-presented and high quality program with humor and down-to-earth information.

**A NABWN Participant**

**Dear Allie,**

On behalf of the Rotary Club of Woodstock I would like to thank you for your very entertaining and informative presentation that you provided on the topic "Fit to Serve" to our Club on Feb. 16<sup>th</sup>, 2005.

Your focus on three key principles "Mutual Respect", "Moral Responsibility" and "Authenticity" gave our members much to think about and you provided a very strong visual explanation of their direct tie to your topic.

Once again, Allie I would like to thank you and hope that you will be back to share your other topics with us.

Sincerely,

**Stephen S. Halyk, Club President**

## Speaking / Seminars / Keynotes / Coaching

### **ARE YOU FIT TO LOVE?**

The most important question to ask!

Audiences immediately walk away with three breakthrough insights:

1. How to radically improve all relationships: romantic, personal, business or social.
2. Eliminate pain and frustration in relationships forever.
3. Gain the confidence to start a new relationship as a single!

As a former coach for the world's largest relationship company and researcher, Allie knows that our relationships make or break us. Imagine the peace in our lives if all our relationships were empowering, supportive and loving! Yet, the sad truth is that:

- Many romantic relationships are painful or even disastrous.
- Singles everywhere have difficulty finding love.
- Many family relations are poisoned by feuds and resentment.
- Many co-worker / management relations are alienated
- Far too many business relations lack social responsibility.

Being Fit To Love, a radically different approach is the key to successful relationships. Allie, a relationship expert, coach, speaker and author, is on a heart-felt mission to eradicate relationship turmoil. She effectively utilizes her revolutionary approach to build exceptional personal and business relationships. This refreshing and often radical vision is not for the faint-hearted or weak-kneed, it is for the brave. Allie's rich and result-driven content, delivers strategies to transform every relationship and save your audience from years of despair or even costly therapy.

#### ► **WHY BOOK ALLIE FOR YOUR EVENTS:**

With a sweeping, powerful and long-overdue message about relationships, Allie magnetically captivates her audience. She makes it crystal clear that nothing will ever matter as much as our relationships. Exceptional relationships are the backbone of meaningful lives, honest communication, better productivity, purpose, belonging and happiness. Passionately, Allie takes your audience beyond mainstream thinking on a magnificent journey of being fit to love. Along the way she opens everyone's heart to a new awareness that great relationships require great characters and are within everyone's reach.

Her high-energy presentations are content-rich, emotion-packed, laced with humor and truthful insight. Vibrantly engaging, Allie becomes part of your audience through her bold, authentic and compassionate approach. Her dynamic, warm and provocative no-nonsense presentation style and hot topic resonates with all types of people. Wisdom and a deep concern for humanity, afford Allie the priceless ability to energize her audience. With her vision she delivers hope, love and direction giving the audience the power to rise above. Coupled with her talent to inspire, she challenges your audience to create purpose-driven relationships and become role models for each other.

- Allie creates a unique bond with your audience
- See your audiences come alive, laugh, cry, and provoked to action.
- Watch your audience soar like eagles with Allie's blueprint for successful relationships.

Contact Allie: 39 Carluccio Crescent, St. Catharines L2M 7V6 Canada Phone (905) 938-3568  
Website: [www.Fit2Love.com](http://www.Fit2Love.com) / E-mail [info@fit2love.com](mailto:info@fit2love.com)

Allie captivates audiences with her expertise, resources, and inspiration to create the relationship we all crave. She presents a life-changing experience that cuts deep and permanently at the core of every human being.

► **FOR MEETING AND EVENT PLANNERS**

Booking Allie for your events, you are ensured that your audience receives a powerful, life-changing, and sweeping message. A former coach for the world's largest relationship agency, author, speaker and researcher Allie is an expert in the field of human relationships. She truly believes that in today's world, riddled with uncertainty and incredible change we must turn all our relationships into solid anchors. Her result-driven and highly inspirational content delivers proven strategies that your audience can use immediately to create meaningful and rewarding relationships. Allie touches participant's hearts, empowers everyone and moves your audience into an action. She maps out a magnificent and easy-to-follow journey that your audience will remember long after your event.

Allie, a thought-provoking, controversial speaker and author is very cooperative, dependable and a delight to work with. She recognizes the uniqueness and importance of your organization and truly gets to know you and your audience prior to your event. Allie's presentations are customized to suit your specific needs or goals and personalized to fit your organization's unique environment. Her Pre-Program Survey is used to gather the necessary information to tailor your program so that it will exceed your goals and audience's expectations.

► **ALLIES SPEAKING TOPICS:** The topics below are available as

**Brilliant Keynotes, Seminars, Workshops And In House Training**

Every topic is a powerful, sweeping message about the essence of our lives: *human relationships*. For better or worse, we are all forced to relate to each other be it at home, in the workplace or in business. Relationships have a tremendous power and significance in our lives. People become passionate, productive, fulfilled and alive through loving, caring and authentic relationships. Being fit to love means having the power to create exceptional relationships with anyone. Allie's exceptionally thought-provoking message empowers her audience to turn every relationship into a surprising venture of personal growth. **This is the time-sensitive 21<sup>st</sup> century message we all need to hear:**

**1. TOPIC: ARE YOU FIT TO LOVE?**

*Based on Allie's Book*

Relationships are the essence of our lives and everything on this planet depends on relationships. Yet today, most relationships are tainted by fear, control, frustration, pain and suspicion. Our relationships are in serious trouble because we are not fit to love! In her program: are you fit to love? Allie takes your audience on the magnificent journey of being fit to love. This radically different approach to exceptional relationships redirects your audience from mainstream thinking to a life-changing and heart-felt process. Being Fit To Love is the single solution to exceptional and meaningful relationships.

**Your audience will learn to use three breakthrough insights:**

1. How to radically improve every relationship today!
2. How to eliminate pain and frustration in relationships forever!
3. How to gain the confidence to start a new relationship when being single!

Allie reveals three universal principles that are at the heart of all exceptional relationships.

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1. Mutual Respect: Very distinct from self-serving respect
2. Moral Responsibility: Profound moral responsibility to each other
3. The Authentic Self: Living your truth

Against a lively backdrop of real life examples, stories, humor and enthusiastic participant involvement your audience will learn to turn every relationship around using these three universal principles. Each person will dramatically benefit from this powerful and radically different perspective about relationships. The journey of being fit to love will deeply touch their hearts, enlighten their souls and empower like nothing else. Your audience will walk away knowing that everything to create exceptional relationships lies within all of us. Allie awakens the sleeping giant in each person and challenges your audience to create purpose-driven relationship immediately. Your audience will be ready to soar like eagles above all relationship challenges beyond what they ever thought possible.

### **Suggested Resources and Tools for each Participant:**

Are You Fit To Love? Allie's Book and or Coaching Online or by Phone

## **2. TOPIC: ARE YOU FIT TO WORK TOGETHER?**

*How to create exceptional relationships at work*

Why do some co-workers get along or even make each other's workday brighter, while others seem to do the opposite? While many close relationships are formed at work, just as many if not more are characterized by mistrust, misconceptions, jealousy and disapproval. Alienation and apathy are no strangers in work relations and are often responsible for "*another lousy day at work*". Here are two primary reasons out of many, why ever-emerging work relationships deserve our immediate attention:

1. During a work-week we spend more time with co-workers than with family and friends.
2. In today's uncertainty with speedy changes we need meaningful, trustworthy and supportive human interaction at work.

These facts alone are reason enough to create exceptional relationships at work. This is highly possible through a radically different approach to successful relationships. Based on the three principles of Are You Fit To Love, in this program Allie provides interactive ways to celebrate and learn from each other. She equips your audience with tools and strategies to authentically reconnect with co-workers.

### **Your audience will learn to use three breakthrough insights:**

1. How to change the quality of your workday by changing the quality your relationships!
2. How to be a master in creating mutually beneficial work relationships!
3. How to develop the emotional intelligence to value, manage and sustain exceptional work relationships at work!

Allie presents radical concepts and innovative strategies for your audience to embrace new insights into the dynamics of relationships among co-workers. Each participant will be ready to take action towards a common goal: supportive, authentic and meaningful relationships at work.

### **Suggested resources and tools for each participant:**

Are You Fit To Love? Allie's Book and or Coaching Online or by Phone

## **3. TOPIC: ARE YOU FIT TO SERVE YOUR CUSTOMER?**

*How to get and keep more customers by under-promising and over-delivering*

Whether it is selling a product or a service, without a steadily increasing customer base, being in business is pointless. The days of quickly selling a pipe dream or a bogus product, making

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money and running are over. Today's customers are vigilant and fed-up with being over-promised. Social responsibility, integrity, respect and authenticity are the marketing tools of this century and your customers want you to use these tools immediately or they won't be back.

**In this program the audience will learn:**

1. How to emotionally bond with customers and really learn to love them.
2. Why customers stay or stray and how to keep them.
3. How to under-sell and over-deliver without losing your shirt.
4. How to utilize existing customers to promote your business.

Customer relationships are the essence of selling or building a business. Through real life examples audiences will learn what motivates customers, what turns them on and what turns them off. Allie inspires your audience to transform good intentions into actions by simply following the three universal principles that are at the heart of every successful customer relationship. The audience will gain a whole new perspective on customer relations. This time-sensitive message will drastically improve these relations and provide the frame to build a loyal customer base.

**4. TOPIC: ARE YOU FIT TO MANAGE? Coming Soon!**

*An authentic strategy to managing your social capital*

**5. TOPIC: THE POWER OF BEING A WOMAN**

Unfortunately, many women are still being judged by the shape of their legs or size of their breasts, but corporations are zooming in on feminine traits. With a new female leadership style emerging, more women are being hired into positions of power because of their skills and extraordinary female traits. Obviously, many companies believe that the best man for the job is still a woman. Society has finally come to the conclusion that the lack of female energy is the reason for most of the problems in the business and social world. This program is a tribute to all women around the world and an opportunity to celebrate the power of being a woman.

**The audience will learn that:**

1. Women have what it takes to create a more peaceful world of human equality.
2. Our time has come to capitalize on our feminine traits and the warmth of our hearts to rock the world.
3. We don't need to look outside for validation.
4. These are joyful and rewarding times for women everywhere.

The world needs women like us. It needs our courage to forge ahead, our intuition to discern, our passion for humanity and our wisdom to see the big picture. This program is a tribute to the power, richness and integrity of the feminine nature. The audience will learn how to stand united in their feminine spirit to bring about global changes. There is nothing quite like empowered women with a purpose, who rise to the occasion to make this world a better place.

This program is of immense value to any women's organization, creating strength, power and pride within each woman.

**► BOOK ALLIE**

**Keynote Address, Workshops & Seminars, In House Training**

**Book Allie NOW for your Corporate and Association Events:** Conferences, Meetings, Gala-Events, Fundraisers, Open House, Customer/Employee Appreciation Events, Retreats,

Seminars, Spousal Programs, Singles Events, Women's Conferences or Retreats, Spiritual and Church Groups etc.

### ► PERSONALIZED KEYNOTES FOR YOUR EVENTS

*Brilliant Keynotes from 15 to 75 minutes*

Allie opens your event with high energy and inspires even the most doubting Thomas. She creates positive receptiveness among the audience to get your message and purpose delivered. In closing, Allie leaves your audience with hope, love, purpose, direction the power to rise above. Watch Allie give your audience wings to soar like eagles. Allie is available as an opening and closing keynote speaker.

### ► SEMINARS

*From 2 hrs to Full Day Programs*

1. **ARE YOU FIT TO LOVE?** Most Popular Keynote - Based on Allie's Book
2. **ARE YOU FIT TO WORK TOGETHER?** How to create exceptional relationships at work
3. **ARE YOU FIT TO SERVE YOUR CUSTOMER?** How to get and keep more customers by under-promising and over-delivering
4. **ARE YOU FIT TO MANAGE?** An authentic strategy to managing your social capital **Coming Soon**
5. **THE POWER OF BEING A WOMAN!**

#### 1. Customized Programs

By investing a lot of time Allie designs all her presentation with your goals and the uniqueness of your organization in mind. She will arrange for appointments with you (phone or in person) to gather the necessary information she needs to customize her program to your goals and expectations. Allie will also require at least four contacts within your organization to get to know the audience and discover their greatest challenges. Each program is tailored to accomplish your goals and to exceed the expectations of your audience.

#### 2. Handouts and Support Material

Handouts and work sheets for participants will be provided at no extra charge. Copies of Allie's book will be available after the event and Allie will be happy to autograph her books.

#### 3. Allie Stays in Touch

Allie likes to make certain that everyone in your audience receives service and reinforcement after your event. She invites your audience to e-mail their list "What Makes You Come Alive" (this list is part of each program) to her for additional positive reinforcement. Participants can also elect to receive the FREE monthly Fit 2 Love! Newsletter by e-mail.

#### 4. Money Back Guarantee

Making a life-changing difference and exceeding your expectation is Allie's goal. If you are not 100% satisfied with her program for any reason you will receive a prompt and courteous refund. Allie looks forward to the privilege of serving your organization and your audience.



► **EFFECTIVE IN-HOUSE CORPORATE TRAINING, SEMINARS & WORKSHOPS**

*Flexible Programs and time schedule to suit your unique needs*

Enforce and strengthen your in-house events when you add Allie as your fresh, dynamic and radical voice. Lighten-up and enhance your in-house programs with a powerful, sweeping message about human relations. Enrich the lives of your employees through a thought-provoking and radically different approach to exceptional personal and business relationships. Book Allie now and expect a dynamic and effective speaker to communicate your organization's message and achieve your goals.

► **BOOK ALLIE NOW**

Your event will be unforgettable when you book Allie, a relationship expert, coach, speaker, trainer and author. Allie looks forward to the privilege to serve your organization and your audience.

Thank You For Your Interest!



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Allie Ochs



Relationship Coaching, Seminars & Workshops

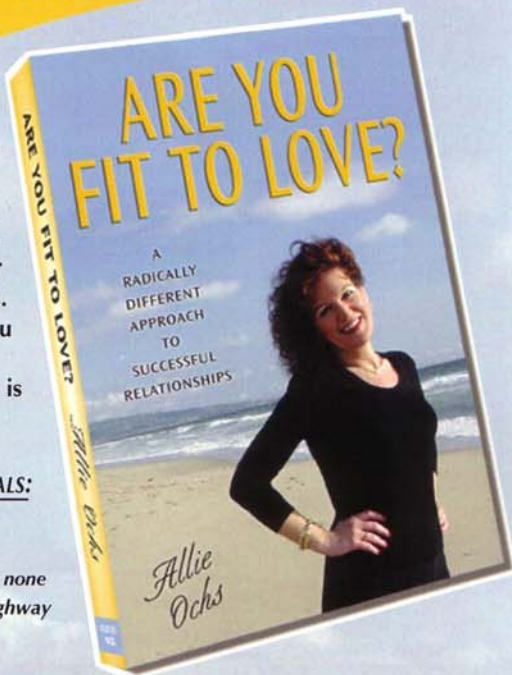
# "ARE YOU FIT TO LOVE?"

MAY BE THE MOST IMPORTANT QUESTION YOU'LL EVER ASK YOURSELF!

**IF** you answer **YES**, you probably enjoy an extraordinary, but rare relationship.

**IF** your romantic history reads like a Greek tragedy, or all the pages are blank, this book is your key to a whole new beginning.

It is no accident that most of us are in disastrous relationships. Somewhere we went seriously wrong and ignored the "heart of the matter", being fit to love. Author, Allie Ochs, reveals a radically different approach to successful relationships as a provocative alternative to main-stream self-help. Unlike other materials that only make promises, *Are You Fit To Love?* actually delivers. Like nothing else, this intriguing page-turner will touch your heart and empower you to turn your relationship around or seek love with more clarity than ever before. Whether you are a couple, single, man or woman, *Are You Fit To Love?* is "A lifeline worth grabbing." Read and reap!



CONTROVERSIAL, INSIGHTFUL AND OCCASIONALLY HILARIOUS *ARE YOU FIT TO LOVE?* REVEALS:

- ▶Why men and women are not different
- ▶How to stop withholding intimacy
- ▶When to hold or fold a relationship
- ▶How to avoid getting hurt (again)
- ▶Why you are morally responsible when dating
- ▶Why to put all your eggs in one basket
- ▶How to respond to too much sex, not enough or none
- ▶How not to become road-kill on the singles highway
- ▶Why your ego interferes with love
- ▶How to make insecurity disappear

*"The most daring and life-changing relationship book I have ever read!"*

- URSULA SUMM, AUTHOR, LIFESTYLE COACH

*"The path to a transcendent loving relationship with a soul-mate can be a joyous one.*

*Are You Fit to Love? lays down "the yellow brick road" for the reader to find their way home into the heart of another."*

- REV. PAUL SCHOLL, PUBLISHER, WWW.SINGLEAGAIN.COM

[www.areyoufittolove.com](http://www.areyoufittolove.com)

Allie Ochs, relationship coach and speaker, writes with authority. She knows that relationships make or break us. She has been through the "school of hard knocks" personally and then vicariously as a counselor for the largest match-making agency in the world. This background followed by studies in psychology and sociology and 5 years of relationship research afforded Allie a refreshing mix of savvy and empathy. Now, she is delivering real help for real people in the real world. Her vision definitely has the potential to transform every relationship.



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## **Radical Relationship Author Asks— Are You Fit to Love?**



*"The most daring and life-changing relationship book I have ever read!"*

— Ursula Summ, Author & Lifestyle Coach

Controversial, insightful and occasionally hilarious, Allie Ochs' new book, *Are You Fit to Love?* reveals a radically different approach to successful relationships as a provocative alternative to mainstream self-help. Allie a former relationship coach for the world's largest relationship agency warns that her book is not for the faint-hearted or the weak-kneed, it is for the brave!

**Readers will learn how to:**

- ✓ **Radically improve all of your relationships**
- ✓ **Eliminate pain and frustration in relationships forever**
- ✓ **Gain the confidence to start a new relationship as a single**
- ✓ **Utilize the principles of being fit to love: mutual respect, moral responsibility and authenticity as universal solution for universal relationship problems**

Allie Ochs takes readers beyond mainstream thinking with a powerful, sweeping message about the essence of our lives: human relationships!

**Praise for *Are You Fit to Love?*:**

"Ms. Ochs has a wealth of excellent information based on extensive experience as a counselor to share with her readers. Too often, our choice of a partner is based on misperceptions and superficiality. It was refreshing to read about the importance of mutual respect and moral responsibility, timeless concepts which form the basis of a truly loving relationship. In today's "look good-feel good" world of transitory relationships, Ms. Ochs' *Are You Fit to Love?* has much to offer. I recommend it highly!"

— Virginia Brucker, author of the Canadian bestseller *Gifts from the Heart*

-more-

"If you are tired of being alone and want a big nudge to get you moving, don't miss Allie Ochs' provocative book, *Are You Fit to Love?* It's full of wisdom and written with a delightful light touch."

—Susan Page, author of "If I'm So Wonderful, Why Am I Still Single? and How One of You Can Bring the Two of You Together"

"The path to a transcendent loving relationship with a soul-mate can be a joyous one. *Are You Fit to Love?* lays down "the yellow brick road" for the reader to find their way home into the heart of another."

—Rev. Paul Scholl, Publisher of *Single Again Magazine*,  
**About the Author**



Allie Ochs, relationship coach and speaker writes with authority. She knows that relationships make or break us. She has been through the "school of hard knocks" personally and then vicariously as a counselor for the largest relationship agency in the world. This background followed by studies in psychology and sociology and 5 years of relationship research afforded Allie a refreshing mix of savvy and empathy. Now, she is delivering real help for real people in the real world. Her vision definitely has the potential to transform every relationship.

*Are You Fit to Love?* is distributed by Biblio and available wherever good books are sold. Order from the publisher Toll-Free 866-234-0626 or Online: [www.littlemoosepress.com](http://www.littlemoosepress.com). Review copies are available from the publisher.

Author Allie Ochs is available for interviews and articles upon request.

**Title:** *Are You Fit to Love? A Radically Different Approach To Successful Relationships*

**Author:** Allie Ochs

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**ISBN:** 0-9720227-9-1

Allie is available and will cooperate for live and phoner interviews. She has media experience and will accept interviews for guest cancellations. Contact Allie for JPEG images of her book cover and self-portrait.

**“Radical Relationship Author Asks-- Are You Fit To Love?”**

(St.Catharines, ON) According to a recent survey by Statistics Canada, Canadian divorces are noticeably on the rise since 1996. Ontario leads the way with an alarming average of 25,000 divorces per year during the same period. Ironically, these statistics appear at the same time, as there is more relationship advice from experts than ever before.

Allie Ochs, a former counselor for the world's largest relationship company says, “These statistics are no accident. Moreover, it is not a surprise that most relationships are unhappy or even disastrous. Even singles find it increasingly difficult to encounter true love.” As a solution, Allie's new book, *Are You Fit to Love?* reveals a radically different approach to successful relationships as a provocative alternative to mainstream self-help. Allie who studied psychology and sociology at the University of Western Ontario warns that her book is not for the faint-hearted or the weak-kneed, it is for the brave! She claims that three universal principles, mutual respect, moral responsibility and the authentic self, are at the heart of every exceptional relationship. These principles can transform any relationship and save us from years of despair and even costly therapy.

Order a copy of *Are Your Fit To Love?* at Allie's Web site [www.Fit2Love.com](http://www.Fit2Love.com) or call Toll Free at 1-800-431-1579. Purchase it wherever good books are sold.

**-END-**

Press Release

For Immediate Release

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Allie is available and will cooperate for live and phoner interviews. She has media experience and will accept interviews for guest cancellations. Contact Allie for JPEG images of her book cover and self-portrait.

## **“Radical Relationship Author Reveals Truth About Raising Divorce Statistics”**

Allie Ochs, relationship expert and author says: “Raising divorce rates are not an accident. Moreover it is no surprise that far too many relationships are unhappy or even disastrous. Today's relationships are failing because of deterioration of character.” Single or not, societal standards convince us that when it comes to relationships we can have it all. As a result we have developed a pervasive ‘what’s-in-it-for-me’ attitude with an emphasis on superficiality. In addition, much of the available relationship advice compels us to go after everything we want and rarely do we look in the mirror and ask: “Am I fit to love? ” It is time we made a point of building long-term relationship success based on the strength of our character, instead of clever-minded relationship rules and strategies. “Great relationships require great a character. A fact that will never change”, says Allie Ochs.

In her new book: *Are You Fit To Love?* Allie Ochs, a former coach for the world’s largest relationship company reveals a radically different approach to successful relationships as a provocative alternative to mainstream self-help. Allie who studied psychology and sociology at the University of Western Ontario warns that her book is not for the faint-hearted. It is for the brave! She claims that three universal principles: mutual respect, moral responsibility and authenticity are at the heart of all exceptional relationships. These principles can transform any relationship and save us from years of despair and even costly therapy.

Order your copy of *Are Your Fit To Love?* at [www.Fit2Love.com](http://www.Fit2Love.com) OR at [www.amazon.com](http://www.amazon.com)

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## Seeking: a quality mate

Today's relationships are failing because of a deterioration of character, says author Allie Ochs



St. Catharines-based author and relationships guru Allie Ochs says successful couples have to practise the three principles on which she bases her book — moral responsibility, mutual respect and authenticity. Below is the cover of *Are You Fit to Love?*

STAFF PHOTO  
BY CHERYL CLOCK

By CHERYL CLOCK  
Standard Staff

Inside Allie Ochs' desk drawer at the dating service where she worked were two dolls, Ken and Barbie.

They were her two secret weapons, of sorts. Weapons that she'd use to give some of her clients a relationship reality check.

If she thought a man was being too unrealistic in his search for the perfect women, she'd yank out Barbie and offer it to him.

Ken would make an appearance for her female clients.

But she didn't blame any of them, of course. "Society was telling them they could have anything they wanted if they just put a wish list together," says Ochs.

"It was like writing to Santa."

She was struck by a pervasive what's-in-it-for-me attitude coupled with a noted pursuit of superficiality. Although most people said they were looking for a long-term relationship, very few were behaving like that's what they wanted.

Her curiosity was piqued. Why do some people make it while others don't? she wondered.

"Most people get married with the best intentions and want to make it last," she says.

"And we have more relationship advice and awareness than ever, so what is it?"

Her curiosity turned into a life passion. She studied psychology and sociology at the University of Western Ontario and then embarked on five years

of relationship research into her latest book, *Are You Fit to Love?* (Little Moose Press, \$19.95).

In the end, she came up with a simple notion. Relationships are failing because of a deterioration of character.

"Great relationships require people with great character," says Ochs, 49.

She returned to timeless concepts in her book and, in the last two years, in her work coaching people in their homes, over the phone or on-line.

But her relationship savvy came at a tough price. Ochs grew up in Germany and when she was 14 witnessed her parents' divorce. It was a divorce that set off a chain reaction of divorces — her uncle, grandmother and aunt. (Years later she'd add two brothers to the list of failed marriages.)

Ochs felt like an outcast and rebelled against her family's troubles by partying, drinking and flunking school.

By age 25, she was married to a dairy farmer. A year later they moved to Canada to a farm near Woodstock with their new baby.

Four years later, they too were divorced.

And so Ochs began her life as a single mother living in a shabby apartment above a pool hall.

As the years passed, chance gave her the opportunity to operate the farm she'd once run with her husband. By then, he was divorced from his second wife and Ochs took over the farm. Instead of dairy cows she raised emu

and opened up a bed and breakfast.

Ever fascinated by human relationships, she'd often find herself in casual conversation with some of her house guests about their relationships.

"The happiest people I met were the people with happy relationships," says Ochs, who now lives (happily) with her boyfriend in their St. Catharines home.

"Not the people with the most moody."

In fact, she decided, relationships are at the root of our contentment. Contrary to the Dr. Phil types who preach that each individual person is in control of his or her own happiness — and that no one can make you feel unhappy unless you allow it — Ochs felt just the opposite.

You can love and accept yourself as much as you want, but if you're not happy at home, you're not happy anywhere.

But happiness at home is not only hard work, it takes two people living by the three principles on which she bases her book — moral responsibility, mutual respect and authenticity.

Simply put, they each mean:

- **Moral responsibility:** This is a biggie. And too often, it's the one that gets lost in the marital shuffle.

"We make excuses for our behaviour," says Ochs. "We say, 'I had to have this affair because she's not giving me what I want at home.'"

Even among the people she coaches,

most begin the same way: "Really, it's my wife/husband who needs the coaching."

And often people who buy her book get it for their partner.

So, moral responsibility goes something like this: I am morally responsible not for you, but to you as soon as I have a relationship with you.

"In a relationship we can make each other feel exceptional or make each other feel lousy," she says.

We have a moral responsibility to make each other feel exceptional.

- **Mutual respect:** This can be a tough one. "You need to realize your partner is just as important as you are," says Ochs.

"Their dreams, their hopes, their wishes, their expectations count just as much as yours do."

A big part of mutual respect means, in the event of a disagreement, accepting that neither one of you is right.

From there, you can have a rational discussion, she says.

- **Authenticity:** It means simply being who you really are. No games.

"We work on our look, we work on our figures. We want to have better cars and better bodies," says Ochs.

"But we neglect to work on our character."

Allie Ochs, author of *Are You Fit to Love?*, will be hosting a book signing and seminar at the St. Catharines Chapters store on Sept. 11 from noon to 4 p.m.

In addition to her book, she offers relationship coaching as well as seminars. To learn more, visit her website at [www.fit2love.com](http://www.fit2love.com).



► **FEE SCHEDULE FOR RELATIONSHIP EXPERT ALLIE OCHS**

**Keynote Address:** \$1,500 for four hours or less

**Workshop & Seminars:** \$1,500 for four hours or less

**Keynote Address:** \$1,800 for eight hours or less

**Workshop & Seminars:** \$1,800 for eight hours or less

- Fees may be negotiable for small groups, non-profit organizations and ongoing programs or seminars. Accommodation, travel expenses are additional.
- Participant handouts and worksheets are provided at no cost.
- Copies of Allie's book *Are You Fit to Love?* will be available after your event and Allie will be happy to autograph her books
- Listed **fees are valid until December 31, 2005** and are subject to change thereafter.

## ► Pre-Program Questionnaire

Your Company/Organization Name: \_\_\_\_\_

**1. What is the planned date(s) of your event? Day/Month/Year:** \_\_\_\_\_

For multiple events or Ongoing Training please check: Yes    No

Please provide Allie with as much information as you can at this point!

**2. What is the scheduled time for Allie to start?** \_\_\_\_\_

**3. What is the scheduled time for Allie to finish?** \_\_\_\_\_

**4. Please indicate specifics regarding location. If possible, please include a map.**

City: \_\_\_\_\_ State or Province: \_\_\_\_\_

Country: \_\_\_\_\_.

Full name of Facility: \_\_\_\_\_.

Phone number of Facility (+ area code): (        ) \_\_\_\_\_

**5. Describe the sitting arrangement during Allie's presentation.**

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**6. Describe the lighting that will be available during Allie's presentation.**

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**7. Describe the sound equipment available for Allie's presentation. Access to a lapel microphone or hand held microphone etc?**

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**8. What is the full name of your organization that will benefit from Allie's presentation?**

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Contact Allie at [www.fit2love.com](http://www.fit2love.com) and e-mail her at [allie@fit2love.com](mailto:allie@fit2love.com) and call her now at (905) 938-3568

**9. Who is Allie's contact before the event?**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone (incl. area code): (     ) \_\_\_\_\_

Fax (incl. area code): (     ) \_\_\_\_\_

Cell (incl. area code): (     ) \_\_\_\_\_

Email : \_\_\_\_\_

**10. Who is Allie's contact on the day of your event?**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone (incl. area code): (     ) \_\_\_\_\_

Cell (incl. area code): (     ) \_\_\_\_\_

Email : \_\_\_\_\_

**11. What is the appropriate dress code for your event?**

\_\_\_\_\_

**12. What is your event's theme?**

\_\_\_\_\_

**13. What are your specific objectives for Allie's presentation(s)?**

\_\_\_\_\_

**14. What are the sensitive issues to be avoided?**

\_\_\_\_\_

**15. What have you/ your participants enjoyed about other speakers in the past?**

\_\_\_\_\_

**16. What did you/ your participants disliked about other speakers in the past?**

\_\_\_\_\_

\_\_\_\_\_

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17. Number of attendees: \_\_\_\_\_

18. Percentage (%) of male to female: \_\_\_\_\_ Average Age: \_\_\_\_\_ to \_\_\_\_\_.

19. Will you be serving alcohol prior to Allie's program? Please check: Yes No

20. What is the greatest challenge your organization currently faces?

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21. What is the email address, and website for you and your organization?

Your email address: \_\_\_\_\_

Organization email address: \_\_\_\_\_

22. Please pass on any referrals of other businesses, groups or associations that will benefit from Allie's presentations

Contact name: \_\_\_\_\_

Organization name: \_\_\_\_\_

Phone (incl. area code): (     ) \_\_\_\_\_

Fax (incl. area code): (     ) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

23. Please provide 4 names of pre-registered attendees for Allie to contact them and inquire about their concerns. This will ensure for a personalized program.

1. Name: \_\_\_\_\_

Phone (+ area code): (     ) \_\_\_\_\_

Email: \_\_\_\_\_

2. Name: \_\_\_\_\_

Phone (+ area code): (     ) \_\_\_\_\_

Email: \_\_\_\_\_

3. Name: \_\_\_\_\_

Phone (+ area code): (     ) \_\_\_\_\_

Contact Allie at [www.fit2love.com](http://www.fit2love.com) and e-mail her at [allie@fit2love.com](mailto:allie@fit2love.com) and call her now at (905) 938-3568

Email: \_\_\_\_\_

4. Name: \_\_\_\_\_

Phone (+ area code): (        ) \_\_\_\_\_

Email: \_\_\_\_\_

**24. Your additional comments and suggestions are very important to Allie.  
Please address if there are any.**

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**25. Who will introduce Allie? A faxed copy will be sent  
to this contact prior to the event.**

Name: \_\_\_\_\_

Fax (incl. area code): (        ) \_\_\_\_\_

Allie thanks you for your co-operation and looks forward to the  
privilege of serve your organization and audience!

Please send to:



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39 Carluccio Crescent, St. Catharines, ON L2M 7V6 Canada Phone (905) 958-3568  
[info@fit2love.com](mailto:info@fit2love.com)

Or fax to (416) 946-1316

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call her now at (905) 938-3568