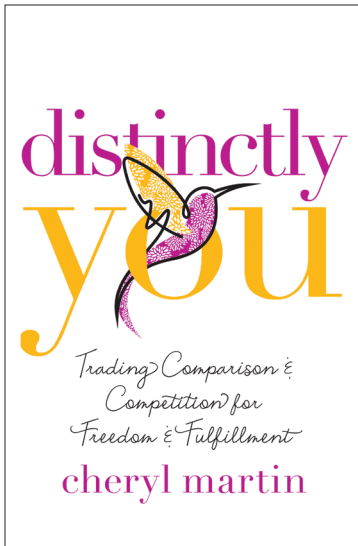




SAMPLE INTERVIEW QUESTIONS

Distinctly You
Trading Comparison & Competition
for Freedom & Fulfillment
by Cheryl Martin



Distinctly You

by Cheryl Martin

Trade Paper ISBN: 978-0-7642-1586-5
\$14.99; 224 pp.

Ebook ISBN: 978-1-4412-2934-2

Release Date: March 2016

1. You say that every woman wants to be distinct, was created to be distinct, but not all achieve that distinction. Why? What holds them back?
2. Discuss some of the actions and attitudes that sabotage women from fully developing their own unique talents, interests, and strengths. In the book you call them “Distinctly You Blockers.”
3. How can a woman thrive in her own uniqueness? You call these “Distinctly You Builders.”
4. In *Distinctly You*, you are very transparent about your own journey to be distinct, from pitfalls to powerful platforms. Talk about this journey and some of the lessons learned.
5. What role does God play in a woman’s quest to be distinct?
6. In the age of social media, Facebook envy is rampant, along with blog blues and Twitter tattling. In *Distinctly You*, you call one of the blockers *Those Three C’s: Comparing, Competing, and Coveting...* which are all prevalent today. Discuss the signs and impacts of these three C’s and how women (even successful ones) attempt to mask them.
7. What can a woman do to “block” these three C’s and replace them with freedom and fulfillment to be her distinct self?
8. In *Distinctly You*, you share the insights you’ve learned about thriving in your own uniqueness by observing fruit and animals. What are they?
9. This is a journey, isn’t it—a way of life for a woman to develop and be totally comfortable with her own uniqueness?
10. You say in the introduction of *Distinctly You*, “When your focus is always on what’s ‘wrong’ with you, you diminish what’s ‘right’ about you.” Talk about that.
11. You believe that every woman can overpower the “Distinctly You Blockers” with “Distinctly You Builders.” You provide 12 builders and 12 blockers. Discuss a couple of them.
12. You talk about an experience in high school that became a big “blocker” in your life and how it stifled you for years. What was it and how did you overcome it?
13. We live in a culture that says the ultimate goal is to be *the* best. But you say the ultimate goal is to be *your* best, and that’s what will make you distinct. Elaborate on that.
14. No matter how distinct we may want to be, all of us will experience some failure or disappointment in life. What do we do with that?
15. Cheryl, if the listeners want to connect with you and find out more about the book, where should they go on the web?

Media Contacts

PUBLICIST: **Shaun Tabatt**

952-829-2529

stabatt@bakerpublishinggroup.com

CANADIAN MEDIA: **Ellen Graf-Martin**

519-342-3703

ellen@grafmartin.com

Please send tear sheets to:

Shaun Tabatt

Bethany House Publishers

11400 Hampshire Ave. S. #200

Bloomington, MN 55438

Available at your local bookstore, bethanyhouse.com or by calling 1-800-877-2665.

TALKING POINTS

- Every woman is created to be distinct but encounters *blockers* to being the woman that God created her to be. Cheryl Martin identifies those *blockers* and reveals the *builders* for each woman to thrive in her uniqueness.
- The quest for distinction is a journey for every woman. Cheryl says: “No matter how put together we may look on the outside, we all face challenges and roadblocks to being the person we desperately want to be, the person God created us to be.”
- Cheryl, a former news anchor and moderator, is very transparent about her own journey to being distinct in childhood, college, career, and calling. From her own inward battle, pressing through barriers, and never losing hope, she learned firsthand what it takes to be distinctly you.
- The social media culture cultivates the three C’s of comparing, competing, and coveting. They destroy a woman’s distinctiveness. In *Distinctly You*, Cheryl deals with these *blockers* head on and offers encouragement and solutions for trading them for freedom and fulfillment.
- Whenever you let others define you and your essence, you block your progress to thriving in your own uniqueness.
- Just because you are not the best doesn’t mean that you can’t be a success.
- We are guilty of using the wrong measuring sticks to determine our worth and to define distinction.
- The three C’s of comparing, competing, and coveting can lead to the three D’s of depression, discouragement, and discontentment.