

# MEDIA KIT

Real World Strategies for Individuals and Businesses  
Real Life Results Without Changing a “Thing”

## Rhondalynn Korolak

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Author of  
*On The Shoulders of Giants:*  
33 New Ways to Guide  
Yourself to Greatness

Internationally Acclaimed  
Speaker and Expert

Credentialed and Experienced  
Executive Mentor,  
Business Accelerator &  
Transformation Specialist



# BIOGRAPHY

## On-Air Biography

Rhondalynn has a creative and inspiring story that proves that you can **BE, DO** and **HAVE** anything you set your mind to. From humble beginnings and despite formidable obstacles, to success as a leader and entrepreneur, Rhondalynn is one of the most dynamic and inspiring speakers on the power of communication, influence and the science of the self-image.

She is the author of a new book called *On The Shoulders of Giants*. This fresh look at 33 pieces of timeless wisdom finally puts what you want most in your life and career within easy reach. It's about what really works and **WHY**. Based on her struggle to rebuild her life after a senseless tragedy, Rhondalynn brilliantly demonstrates how to make profound shifts in your life, work, finances, health, relationships, and more, whether you are going through a troubled time, or just looking for real ways to live better—much better!

## Full Professional Biography

A 16-year veteran of sales, marketing and finance, Rhondalynn holds degrees and professional designations in both law and chartered accounting and is a certified Master Practitioner of NLP, Thought Field Therapist and Clinical Hypnotherapist. Her style and technique have been influenced by some of the world's leading speakers and business minds, including Anthony Robbins, Robert Kiyosaki, Jim Rohn and Steven Covey. Her CV features an impressive list of accomplishments in senior executive positions with Price Waterhouse Coopers, Max Factor, Covergirl, Village Cinemas Australia, FlyBuys and Coles Group Ltd. She is a member of the Rotary Club of Melbourne & sits on the marketing committee of the South Melbourne Business Association.

Her methodologies are engaging and memorable -- she physically demonstrates the mind / body link and proves the power of re-writing negative conditioning, goal setting and creative visualization. She has a natural ability to motivate, lead and empower others to unlock and achieve their full potential. Combining intellect, intuition, innovation, insight and integrity, her work reveals the limitless possibilities that are made available when you connect with the infinite resourcefulness of the subconscious mind.

She has been featured in national business publications in North America and is the author of the acclaimed book "*On The Shoulders of Giants*" - 33 New Ways to Guide Yourself to Greatness. Her presentation style has been described as both captivating and empowering. Rhondalynn mesmerizes her audiences from start to finish with a powerful mix of science, fact and thought provoking anecdotes - all delivered with the polish and eloquence expected of one of Australia's leading speakers.

Rhondalynn speaks annually to thousands of entrepreneurs, sales professionals, senior executives, franchisees, sporting clubs and industry association members on the principles of success, sustained motivation, leadership and the science of the mind. She is a featured author for MYOB, Nationwide Networking and several online Ezines.

As one of Australia's most respected authorities on personal development, peak performance and business acceleration, Rhondalynn also helps achievers who are experts in their field attain national and international presence and success by unlocking their infinite potential. As an entrepreneur, Rhondalynn founded Imagineering Unlimited in 2007 to serve the growing demand for customized training, consulting and results coaching solutions based on leading edge, scientifically proven technologies. That mission is realized via transformational events, seminars, training and coaching curriculums that ignite the quest for self mastery while offering practical and proven techniques to rise above challenges and realize goals.

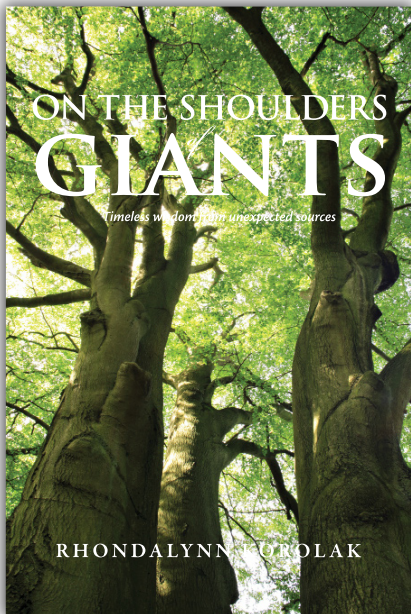
Rhondalynn makes her home in Melbourne, Australia.

# BOOK PREVIEW

## Synopsis of The Book, *On The Shoulders of Giants*

What happens when you receive a call with the devastating news that your mother has been brutally murdered? And that you know the person who is responsible?

It would be difficult for anyone to predict how they might react. Perhaps it is unfair to ask?



Author Rhondalynn Korolak has the answers to these questions and more in her highly anticipated new book *On The Shoulders Of Giants* (212 pp., RRP \$34.95); a collection of thirty-three pieces of timeless wisdom, putting what you want most in life within easy reach. *On The Shoulders Of Giants* is available online & in all fine bookstores: It is distributed in Australia & New Zealand by Dennis Jores & Associates.

Based on the struggle to rebuild her own life after a senseless tragedy, the author brilliantly demonstrates how to make profound shifts in life, work, finances, health, relationships and more. *On The Shoulders of Giants* is much more than just another book about how to develop a positive attitude or use the law of attraction. It is not a simple regurgitation of what a handful of famous authors, philosophers or business people have said about a particular topic. **It affirms beyond a shadow of a doubt, that it is not what**

**happens to you that matters, it's what you decide to do about it. It's about what you do and who you become because of what happens, not despite it.**

This book is unlike any other because it has been written by someone who has experienced the world at its darkest and found a way through. It is based on Rhondalynn's journey, at the same time, it is a universal story of how we can all use the wisdom and guidance of others (whether they be intellectual giants or everyday heroes) to help us through life's hardest times. **It is a book that will support and empower you to make a shift in consciousness that's so powerful, so deep and profound that your past and perceived limitations become irrelevant.**

This fresh look at 33 pieces of timeless wisdom finally puts what you want most in your life and career within easy reach. It's about what really works and why. Rhondalynn brilliantly demonstrates how to make profound shifts in your life - whether you are going through a troubled time, or just looking for real ways to live better - much better!

### Learn how to:

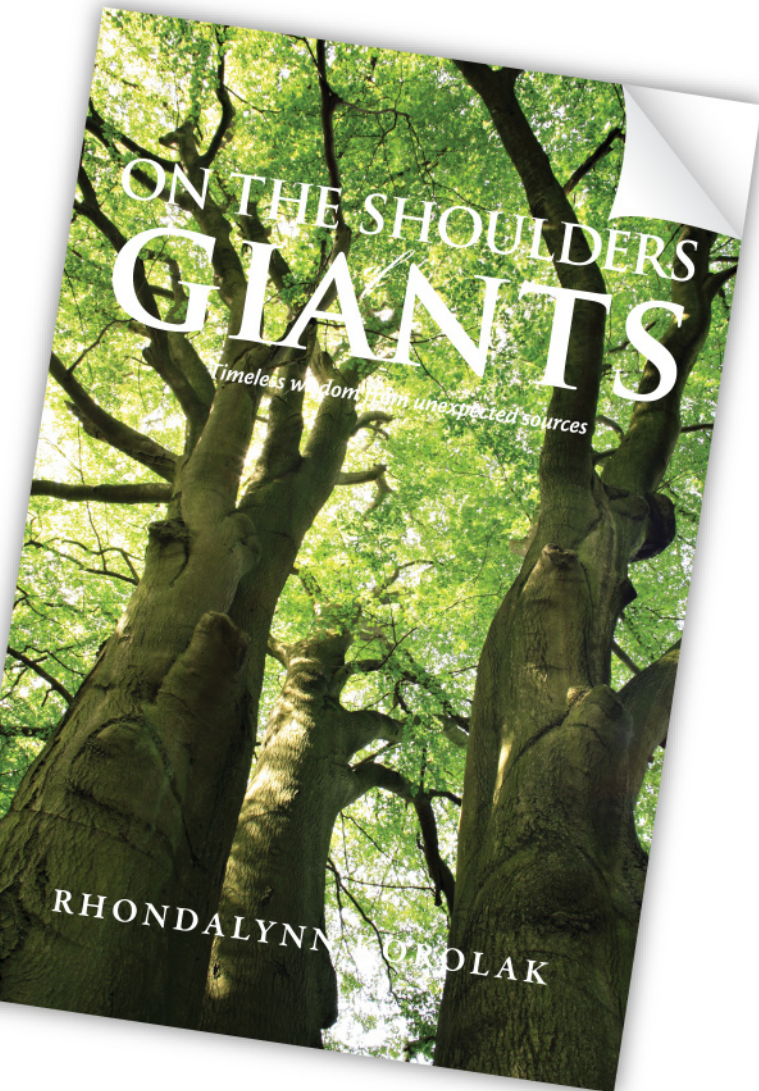
- Stop being so good at getting what you don't want
- Understand how simple it is to get what you do want
- See how "Imagineering" a better life is the shortest path to living it
- Fix what you think is wrong in your life—without changing a thing
- Make simple choices that accelerate your success

*Real change doesn't require removal men and packing boxes. It doesn't require updated resumes or impeccable references and it certainly doesn't need a new passport – what it necessitates is courage to see your life with new eyes.*

Rhondalynn Korolak  
Imagineering Unlimited



# EDITORIAL BOOK REVIEWS



## What Leading Authors are saying about On The Shoulders of Giants

*"This book shows through real experience and the science of the mind, how attitude and the meaning we attribute to events can conquer difficulties, inspire greatness and transform lives. Learn how to harness the incredible power and potential that lies within all of us."*

**Allan & Barbara Pease**  
Best-Selling authors of *The Definitive Book of Body Language*

*"A moving, inspirational book that is remarkably well researched on how to find more success in your life."*

**Brendan Nichols**  
Author of *How to Be Rich Working Two Days a Week*

*"This book takes you on a success journey like no other. It's an inspirational read that is packed with practical information you can apply to your life right now. Well done Rhondalynn."*

**Dale Beaumont**  
Creator of the *Secrets Exposed* book series

*"Thanks, Rhondalynn, for bringing a bold, new perspective to the wilderness of our lives. A cleansing breeze like this comes along only every few decades. Kudos!"*

**Andrew Griffiths**  
International Best Selling Author of the *101 Ways* series of business books

# TALKING POINTS

## Soundbites - On The Shoulders of Giants

Once you learn these strategies and understand how your mind works, you can literally "**guide yourself to greatness**". In fact, each and every one of you listening right now is already successful – your mind is a natural goal seeking mechanism. Some of you have just been very successful at getting what you *don't* want. I mean think about it, "aren't you already living the life that you imagine every day in your own mind?"

You don't have to be highly educated or submit to endless years of therapy to use and get results from the simple, straightforward and proven strategies in this book.

This book details over 33 "little-known" strategies Rhondalynn has used in her own life and executed with her clients – many of the most successful executives and businesses in Australia.

Rhondalynn tells you exactly how to let go of perceived limitations from the past, overcome obstacles, triumph over adversity and create the life of your dreams!

But let's face it; having a positive attitude is easy when life is good. But what happens when the shit hits the fan? What happens when everything you know is ripped away from you? Life's not always pretty. It's hard, it's messy and it's unpredictable. It's often stranger than fiction and it can break your heart. But as this book will attest, real life is also magnificent, beautiful and awe-inspiring. We each are a composite of the experiences and conditioning we grow up with. There is goodness and kindness all around us and we survive or prosper because we are able to stand on the shoulders of giants.

Learning to come to terms with all the parts of your life – even the hard bits – can be a liberating experience. If you had a 5-carat diamond ring given to you by your great grandmother and your house burnt down, would you walk away from the ash and rubble or would you get down on your hands and knees and look for it? Diamonds are forged through extreme circumstances and so are we. And no matter what

disaster or difficulty you experience, by standing on the shoulders of giants, we can all find the diamonds – the magnificence of our true selves – in the ashes.

We use our memory, the cumulative experiences of our life, to influence our present terrain. We assume that the map is the terrain and that what we remember or what we believe about our past experience is the truth. Yet reality is not concrete. It is entirely subjective – based on the map we hold of the world. What we believe is real is nothing more than an interpretation and the words we use to describe that interpretation.

There is no such thing as objective reality and as such there is no truth only your truth. The lives we live are not so much about what happens but about what we make those things mean.

You can change the past – the past is just one perspective of what happened. Understanding that there may be a myriad of other perspectives, all equally 'true' can release us from their grip.

Real change doesn't require removalists and packing boxes. It doesn't require updated resumes or impeccable references and it certainly doesn't need a passport – what it needs is courage to see your life with new eyes.

No matter whether you have experienced awful things in life or not, there is an innate drive in every human to seek meaning and purpose. If we understand our 'why' then we can deal with any 'how' that life brings our way. Even in the darkest of nights, we can all find a way to let the light of who we really are shine through, if we believe in our hearts that there is a grander purpose

# SHOW IDEAS

## Show Ideas To Engage Your Listeners

Are you sabotaging your own success? Could you be your own worst enemy and what can you do today to do to change that forever?

Help! How can listeners make lasting change and gain control of their lives/destiny?

"You are already successful!" Why positive thinking alone is undependable and now to harness the infinite potential of your mind NOW!

How to let go of the past and start living the life you were truly meant to live.

Are you stressed and overwhelmed? How to change your life and results without changing a "thing".

On-air diagnosis: What's not working with my life... (call ins)

On-air advice: I want to move on with a new relationship (or start a business, save money, change careers, lose weight etc.)... How can I do that?

Entrepreneurs: Surprising look at who's using Rhondalynn's techniques to increase their cashflow and profitability and the specific strategies that they employing right now with astounding results.

How do I change the past and move on?

So, I bought the book "The Secret" and I still don't have the results that I want. Why is that? What can I do to change that?

"You are already successful!" Some of you have been very successful at getting everything you don't want. When is NOW a good time to get what you do want?



# ON-AIR QUESTIONS

## Interview Questions

To schedule an interview with Rhondalynn, please call 1300 892 984. We can provide a direct phone number for your producer to reach Rhondalynn minutes before your scheduled on-air interview.

1. Why write a book called *On The Shoulders of Giants*? Do we really need another self-help book?
2. I know a lot of listeners out there are pretty sceptical about the concepts of "The Secret" or the "law of attraction" which are being bantered around in personal development books and seminars – those ideas seem a bit too metaphysical and ambiguous. Can you really help the average listener make changes in their lives for the better?
3. Does this book contain any real strategies or is it just a regurgitation of what a handful of experts have said before?
4. Let's say that some of our listeners feel like they may be sabotaging their own success – what wisdom or strategies can Rhondalynn share to help them fix this problem once and for all?
5. How can our listeners change the results that they have right now?
6. There are over 33 strategies in this book. How does someone figure out what to pick and do exactly?
7. What is the easiest way for me to change my life, right now –today?
8. We may have readers out there listening who feel that they have been very unsuccessful in some aspect of their lives (career, relationships, health etc.) – what one tip can you share with them now to help them change their results?
9. What makes Rhondalynn an expert on the topic? How can the wisdom of these "giants" help me in my life?
10. Rhondalynn, what prompted you to write this book – some 16 years after the loss of your mother?
11. Some listeners may be out there thinking "but isn't this really just about having a positive attitude? I've tried that before and it doesn't work for long. How do I achieve lasting motivation and change?"
12. Why this book? There are hundreds of self-help books on the shelves these days – why should I buy *On The Shoulders of Giants*?
13. We've been speaking to Rhondalynn Korolak, author of the new book *On The Shoulders of Giants: 33 New Ways to Guide Yourself to Greatness* available online and in bookstores now. Rhondalynn's website is [imagineeringunlimited.com](http://imagineeringunlimited.com). Rhondalynn how can our listeners get the FREE eBook that you talked about?



# ENDORSEMENTS

## Look Who's Talking About On The Shoulders of Giants...

*"A first hand guide to understanding your capacity to deal with and triumph over adversity. Rhondalynn has encapsulated the choices we have to make through life and how we come to these decisions. Thought provoking! "*

**Grant Thomas**  
CEO Clear Holdings

*"Rhondalynn has learned from the greats and then gone beyond that to provide profound new understandings – her experiences and learning will inspire you."*

**Peter Spann, CEO**  
The Freeman Fox Group of Companies

*"Rhondalynn's exceptional journey will provide readers with insights from her life's experiences that are sure to benefit many."*

**Michael Reed**  
CEO Jetset Travelworld Limited

*"Rhondalynn has authored her journey of discovery with great courage – gently, openly and honestly. You can't afford not to know this information. I think this book should be required reading in every school in the country – these insights highlight the core skills that guarantee success and greatness."*

**Joane Goulding, LMASCH., LMCCH. Hypnotherapist -  
Training - Education**  
Director of 'The Goulding Institute',  
Creator and published author SleepTalk™ (2005)  
Director of the 'Australian Academy of Hypnotic  
Science'. (1980 – 2001)

*"Rhondalynn has a tremendous outlook life. Her balanced view of human nature and its inner workings, combined with a great sense of humour, has made Rhondalynn a person that I immensely proud to know. Her drive, determination and passion are the main elements that make Rhondalynn a great author, speaker and motivator. Buy this book – her journey will inspire you!"*

**Kevin Maddox**  
ActionCOACH

*"Rhondalynn is a powerful public speaker, author and motivator with an amazing ability to connect with people. Her philosophy is to give extra value to everyone, whether they be colleagues or clients - and she delivers every time! Her knowledge and experience in business, communication, influence and the science of the mind makes Rhondalynn the 'go to' person for anyone serious about transformation and acceleration of their business or personal life. The material in this book is a proverbial gold mine."*

**Dr. Martin Preston**  
ActionCOACH and Consultant Psychiatrist

*"I have known Rhondalynn through a number of lives - over time I have grown to understand the diversity, depth and degree of her abilities. She is truly a remarkable business woman and problem solver. I am a better person and business man for knowing her and I highly recommend this book to anyone who is looking to take their results and lives to the next level."*

**Craig Missell**  
Owner, Match2 Personnel

*"I've never met anyone as passionate, committed, and authentic as Rhondalynn. She's one of the best! Doing what it takes to make our world and business communities more successful, powerful, and authentic."*

**Christopher Steely**  
Director of Support, ActionCOACH