



Alli Mang



**PERSONAL BRANDING
EXPERT**

allimang.com

ABOUT ALLI MANG:

Multi-Million Dollar National Brand Spokesperson **Alli Mang** is an award-winning, results-oriented sales and personal branding expert who helps her clients capitalize on how to sell themselves with optimal success. She has built her 31+ year career thriving in a working environment where the pressure to deliver results is measured by the minute; not by the day or the week. Her success stems from working on both sides of the entertainment industry – as producer of multiple concert events, as performer/actor in nearly 100 National commercials, stage productions and TV, as well as clocking in over 1400 hours of LIVE television, unscripted hosting on the worldwide home shopping network. **Alli** is also the Director of The Leanne Mang Foundation Inc., dedicated to providing grass roots support for adolescents dealing with mental illness with a focus on suicide prevention. Alli Mang’s other books include: *Sold Out*, *How to Reach Your Full Potential in Sales*; *Your First Moment Earns You More Moments – Stand Out in Today’s Job Market* and the soon to be released *My Force of Life - Living Through the Loss of a Loved One*. She is also a featured author in Justin Sachs’, *Lightning Growth*. Visit allimang.com for more information.

KEYNOTE SPEAKER:

Speakers Demo

<https://youtu.be/BaszMROzbnk>

Speakers Kit

<http://www.marketingtv.co/AlliMang/wp-content/uploads/2016/04/Updated-Alli-Mang-Speakers-Kit.pdf>

SINGER:

Singing Demo

<https://youtu.be/Wj0zMYjq5do>

‘Here’s to Life’

<https://youtu.be/HzwnT9oIgUk>

“Moving Too Fast”

<https://youtu.be/whVDM0wOibQ>

“Makin’ Plans”

<https://youtu.be/tHJ3onJXfXg>

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FOUNDER AND DIRECTOR OF THE LEANNE MANG FOUNDATION and HERE'S TO LIFE BENEFIT CONCERT:
 "This benefit concert, *Here's to Life* that you produced Alli was amazing! (I never say that). The sound, the images, and mostly the performances! I hope you will let as many people know about this annual concert and the foundation it benefits as far and wide as possible so that it gathers the attention it deserves. It's some of the best live performance I've been involved in, in 2016. And I really, really hope that we get to do this again in 2017, because WOW! Just WOW! Congratulations!"

-Eric St. Laurent, Canada's award winning jazz guitarist

Leanne Mang Foundation Address:

<https://www.youtube.com/watch?v=CHxzqB2oDpk&feature=youtu.be>

Speaking at a Suicide Prevention in Polk, Wisconsin:

<https://youtu.be/iiOktubQtic>

AUTHOR'S PRESS:

1. The Toronto Sun – December 9 and 11, 2016

The Toronto Sun ■ FRIDAY, DECEMBER 16 & SUNDAY, DECEMBER 18, 2016

SUN NEW HOMES & CONDOS

CELEBRITY SPACES



Seeing the potential in life and at home

MARTIN SLOFSTRA
 Editor, New Homes and Condos

Motivational speaker, TV shopping host and author Alli Mang says she has "always loved the feeling of making a true connection with people, whether it was your best girlfriend sitting in the theatre, or through the camera on TV."

The one-time competitive figure skater has an impressive resume — having trained with Winter Olympic medalists Paul Martin and Barbara Underhill (1984 Sarajevo), Tracy Wilson and Bob McCall (1988 Calgary) and Paul and Isabelle Duchesnay (1992 Albertville). Working alongside these athletes and watching how they trained has been an eye-opener, she says.

"I learned everything I could about the mind set of performance and delivering excellence every single chance you got. Their work ethic was mind boggling — especially the Duchesnays. They would work on one tiny move 100 times and wouldn't stop until they perfected it. That kind of leadership influenced me greatly," she says.

Mang is also an avid skier, swimmer, runner and curler, and has created her own sportswear line for athletes "who want to look great and feel great."

For the last 10 years, she has been working as a guest expert on The Shopping Channel (TSC) and is the face of their private label home décor line called Homesuite.

In 2013, she wrote *Sold Out - How to Reach Your Full Potential in Sales* and in October 2016, she released her second book called *Your First Moment Equals You More Moments* geared to professionals who have been downsized and students who can't find a job.

In October, she produced a show at Lula Lounge in Toronto called *Here's to Life*, inviting 20 singer and musician friends to promote a foundation she started in her sister's name called The Leanne Mang Foundation.

"Leanne took her life 10 years ago, and ever since that time, I have wanted to do something to honour her life as a dedicated mother, big sister, and daughter that ended too soon," she says. "The Foundation will officially launch in March 2017 and her third book called *My Force of Life - Living Through the Loss of a Loved One* will also be coming out. Mang recently invited Celebrity Spaces into her home.

Q: How would you describe your home in a word or two?
 A: Traditional comfort with a twist.

Q: Tell us about your home?
 A: We own a 2400 sq. ft. house in Oakville. My husband and I moved into this home three years ago after some extensive renovations. The space now features an elevated family room with a fireplace surrounded by custom built-in shelving, and a 14-foot vaulted ceiling. Our revamped kitchen now sprawls into what is now our living room combined with the "performer's lounge". One floor below, in our basement, is a fully functioning professional recording studio where I recently finished recording my latest audio book and will be recording my next book in the new year.

Q: What attracted you to this space?
 A: The size of the space — in and out. We came from a beautiful home adorned with curb appeal but lacking any real living space. What we love about our current home is a decent sized foyer, wider hallways, large rooms and an unfinished

basement for my husband to rework into a space that would be completely ours.

Q: Who shares this home?
 A: My husband James Oatway who is a sommelier, studio/record label owner and music producer, and of course our two cats, Parker (named after Charlie Parker) and Billic (named after Lady Day herself).

Q: What is your favourite room and why?
 A: That's a toss-up. We love to host, and most of our friends are either entertainers or people who love wine! As such, we have set up our home to be one seating area after another. The idea is for all our guests to enjoy a comfortable spot.

Q: How would you describe your decorating style?
 A: Two-fold, on the one hand, I love working with a neutral foundational palette. Most of our walls are painted with Benjamin Moore's Cloud White, giving us the flexibility to change up the artwork and accessories to reflect the changing seasons and occasions with ease. In the summer, we often bring out the fall nautical theme, and in the winter, we push a 'Canadian Ski Lodge' motif. The overall design influence came years ago, when my husband and I became enthralled with Frank Lloyd Wright and the "Arts

and crafts" movement.

Q: What is your fondest memory in this home?
 A: I spent six weeks on tour last summer performing in a Country show in Penitola, and although I knew my husband was busy taking care of our home, I was floored to have come home to a finished studio where once storage and junk reigned.

Q: What's the one item in this house you can't live without?
 A: My closet. It's modest, but it is my favourite room by far! We converted a bedroom into a walk-in for me, my clothes, my shoes, hair extensions, makeup and all the other girly stuff is housed in this room. If I am a clothes horse — this is my stable!

Q: Weekends at home, what are we most likely to find you doing?
 A: My husband and I don't operate an average suburban home. It's a musical house,

and it's an entrepreneurial cobweb of activity — I've got books to write, record and edit, a talent agency to manage and there's always more 'general maintenance'.

Q: If your walls could talk, what would they say?
 A: "This is a cool vibe." Our friends may think we're a little 'out there' but they are the first to say YES to an invitation to a party we are hosting.

— photos by Jordan Prussky



TV host and author Alli Mang loves to entertain and has set up her home to be one seating area after another.

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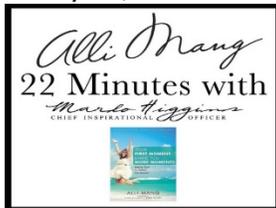
— photos by Jordan Prussky

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2. Marlo Higgins – Worldwide Podcast – January 10, 2017



Alli Mang

3. AMI TV Interview with Kelly MacDonald and Sharon Caddy – December 2, 2016

<https://youtu.be/JWWpzGvTgQA>

4. What She Said Interview – December 3, 2016

https://www.youtube.com/watch?v=hzHsR4uWgaE&index=1&list=PLrU9fE0BIJz-PLLFJpLPrFskIVy_N53NO

BOOK REVIEWS:

“It took me 13 years to learn the principles that **Alli Mang** has outlined in her book, ***Your First Moment Earns You More Moments***. It was my last Olympic games up against the best field ever assembled in an Olympic Hurdle Final. Failure after failure was just a learning experience that had prepared me for this moment. I had put my faith in an environment, in people, and in a team that took me a lifetime to assemble. Whether you are an entrepreneur, have a job in which you feel stuck, or are someone whose busy life has taken precedence over goals and dreams, this book is definitely for you. Not only will it motivate and inspire you, but it will lead you to the results you want!”

-Mark McKoy, Olympic Gold Medalist

“**Alli** gives you simple problem solving procedures on how to deal clearly with issues that sometimes can keep you up at night. She also provides what I believe to be one of the more creatively unique ways to quickly capture the essence of your passion which will help you embrace whatever challenge is thrown at you. ***Your First Moment Earns You More Moments*** exemplifies exactly what I believe creates successful leaders and innovators in order to become empowered thinkers and doers. Empowered people feel they have the freedom to act and think in unique ways that allow them to stand out and take action in memorable ways.”

-Justin Sachs, CEO Justin Sachs Companies

Good Reads – 4*/5

https://www.goodreads.com/book/show/31415808-your-first-moment-earns-you-more-moments?ac=1&from_search=true

“This concise book is filled with easy to apply results oriented principles to help you identify, celebrate and own the power of what makes you stand out. ***Your First Moment Earns You More Moments*** is an urgent call-to-action to understand how to sell yourself: who are you, your personal values, your expertise, your mindset and your reputation - which is your personal brand. It is the culmination of the totality of all of your professional assets and is tied directly back to what the title of this book is: ***Your First Moment*** - [pre-promotion and delivery of consistent excellence] and ***Earns You More Moments*** - [the score sheet that tells you how well you are doing the first part]. It is a highly instructive read as well as a reference book containing numerous levels of understanding, insight, guidance and creative thinking that will help readers at various stages of their professional life. Finding meaningful employment is difficult enough but to do it without fully understanding how to sell yourself because you aren't clear on what differentiates you, makes it virtually impossible to get hired in today's global job market.

Today, when we have access to almost everything a buyer, a customer or decision maker could ever want in the world, your priority is to figure out what your personal brand is. If you are just starting out in your career or are much more established but have never thought about how important personal branding is for your success, start figuring it out right now. This clarity and focus will make it easier for others to find you, hire you and promote you with confidence. When you clearly understand what makes you unique and marketable, you are well on your way to establishing your winning personal brand!”

Alli Mang

Girl Scapes

<https://www.facebook.com/yourfirstmoment/posts/1333950599961945>

<https://citygirlscapes.com/2016/11/24/book-review-your-first-moment-earns-you-more-moments-by-alli-mang/>

Today, we review Alli Mang's book – *Your First Moment Earns You More Moments*

“It shouldn't come as news that the job market today is oversaturated and downright hard to break into, let alone stand out among the many people vying for the same job. This book does just that; guides you to create your own personal brand that will set you apart from everyone else out there. Mang has had many years in the entertainment industry and knows the brutal ins and outs of auditions and interviews. Here, she lays out important tips and unique insights into a variety of different job situations and lays out the importance of knowing your own brand and how to sell it, and ultimately, yourself.

This is a short and sweet self-help book, but it isn't written as a bland how-to guide. When you pick up a book like this, you almost expect it to be stiffly written by someone who has had years of experience working, trying to preach their wisdom to those who wish to follow in their footsteps. But while Mang has years of experience and wisdom, she writes with a younger and more vibrant tone that is very in the moment. There are a number of current pop culture references (Star Wars!!), a chapter on Social Media and it's written in a way that anyone, no matter their positioning or experience, can relate to. But what I think is special is that it's very relatable to a younger audience, those who may not have a lot of experience with the job market. I think that's difficult to do; write about a serious topic in a stimulating and interesting way that can resonate and likely stick with a younger audience and Mang does this very well. I found that this book is very entertainment based. A lot of personal anecdotes, stories and inspirations come from entertainers or Mang's background in the entertainment business and while it's interesting to read and speaks very strongly to me personally, even though it can all be adapted to various situations, if you aren't looking for work in the entertainment business, you might not take away the same lessons from this book. It might not speak to you in the same way and frankly, some of these suggestions may not even be the best plan of attack for you and your job field.

I was quite surprised with how easy and interesting of a read this was and Mang put a unique and fresh spin on a lot of messages that you may have come across before. But it's that unique spin that makes this book stand out, proving Mang is a master of her brand.” Ashley of City Girl Scapes

2. Juicy Stuff Blog

<http://www.juicystuff.ca/articles/2016/11/15/noticed-hired-alli-mangs-international-best-selling-book/>

To contact Alli, please contact her management company:



RUTHERFORD MANG INC.

rutherfordmang@gmail.com

289.795.8686

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