

# MEDIA INTERVIEW FYI

2000 Edition



Attn: Krista Reyes  
4320 S. Calaroga  
West Linn, OR 97068  
Fax: (503)657-1349

Dear Producer/Editor:

If your demographic is fed up with laziness and broken promises, frustrated with bullies, and tired of pompous fools who don't have a clue, you can help them stop struggling with difficult people. Arrange an interview with the bestselling authors of **DEALING WITH PEOPLE YOU CAN'T STAND: How To Bring Out The Best In People At Their Worst**.

We all know people who drive people crazy. Because difficult people are a fact of life that you *can* do something about! So say Drs. Rick Brinkman and Rick Kirschner, acclaimed speakers and authors of the international best-seller, **DEALING WITH PEOPLE YOU CAN'T STAND** (McGraw Hill), and the bestselling audio and video program **HOW TO DEAL WITH DIFFICULT PEOPLE** (over 300,000 copies sold).

“Knowing what you want is the first element of effectiveness,” say Kirschner and Brinkman. “Then it’s a matter of paying attention to the signals difficult people send, recognizing the patterns, and knowing what works.”

Kirschner and Brinkman can talk about:

- \* **The TEN MOST UNWANTED:** Tanks, Whiners, Grenades (to name a few), and how to deal with these pushy, negative and distracting people
- \* **Mental Martial Arts:** How to stabilize yourself when under attack
- \* **Pygmalion Power:** How people shape each other's responses with their own words and actions
- \* **PLUS:** Ways to prevent misunderstanding, gain trust and cooperation, and take charge over the way difficult situations turn out

With a large dose of humor, solid good sense, and years of experience counseling problem people and those who must deal with them, Brinkman and Kirschner will help your demographic get the results they want when people behave badly.

To arrange an interview with one or both of the Drs. Rick, just call this toll free number, (800)556-9996, right away.