

## Sample Media Questions

Therèse Tappouni author of *The Promise: Revealing the Purpose of Your Soul*

1. Tell us about your book.
2. What inspired you to write this book?
3. Who do you hope to help most with your book?
4. Can you explain what you mean by “the promise” and how is it important to revealing our purpose?
5. In what ways have you used the principles of the book in your own life?
6. The self-help book business is a huge industry, with thousands of self-help books published every year. How do you feel that your book is different from other self-help books on the market?
7. Your book often encourages readers to write down their thoughts. Do you believe journaling is an important step in discovering your life purpose?
8. One of the things that encouraged you to begin writing *The Promise* was the grief that you experienced after the death of your son and your divorce after 36 years of marriage. Can you explain how writing *The Promise* helped you through this hard time in your life?
9. In *The Promise*, you discuss how women react differently than men to stress. Can you explain a little about the differences between the two common stress reactions “Flight or Fight” and “Tend and Befriend”?
10. Many people, when giving advice to those who are experiencing problems in their life, encourage them to “talk it out”. Do you feel that this is an effective counseling strategy?
11. Do you feel that science is becoming more accepting of the spirituality movement?
12. Can you describe what your organization, the ISIS Institute (pronounced “EYE-sis”), is all about? How is your work with the organization related to your message in *The Promise*?
13. Based on your experience co-authoring *Night Gardening*, do you feel that poetry can be used by couples to improve their relationship?
14. Many people feel that hypnotherapy is all about putting people into trances and controlling their actions like is often portrayed on TV. As a board certified hypnotherapist, can you give us some insight into how hypnotherapy is actually used in therapy?
15. How did your experience with hypnotherapy impact how you wrote *The Promise*?
16. Although *The Promise* is mostly directed toward women, are there any messages that you feel men could take away from your book?
17. Can you give any advice for those who are having difficulty balancing the many demands of life and are looking for ways to relieve stress?
18. You give methods in your book for forgiveness. Why is the process of forgiveness important in revealing one’s purpose in life?
19. After the No Child Left Behind Act, the curriculum in many schools has shifted to focus mainly on subjects such as math and science, neglecting many art programs. However, you and your partner came up with a unique way to discuss music, poetry and books with local third grade students, while still connecting the lessons into the curriculum. Can you tell us a little about this?
20. Do you feel that music can help us in revealing our soul’s purpose?