

Email swipe file for local news station

Good afternoon [insert first name],

My name is Scott Welle and I'm a local running coach, based out of Uptown, Minneapolis. I recently released a book, *The 50 Best Tips EVER for Running Fitter, Faster and Forever*. With the Twin Cities Marathon and 10-mile coming up on Oct. 5th, I think I could help the tens-of-thousands of local runners of ALL ability levels run faster and easier, and ultimately, have a better race. I'm running the marathon too!

I was wondering if you would be interested in doing an interview or reviewing the book? The eBook and paperback is currently available exclusively through Amazon and the audiobook is also downloadable on Audible and iTunes. The book has been enormously successful, becoming a #1 Best Seller in multiple countries and is available at local running stores such as Run 'n Fun, TC Running and Gear Running.

I'm sure you get hammered with these requests frequently, so thanks in advance for reading. I wasn't sure if you were the correct person to contact but I had to start somewhere. I am comfortable on camera and have done news and radio interviews previously. If you feel I could add value to your audience by helping runners know what to do (and what NOT to do), I would greatly appreciate the opportunity. I've attached the book cover and a book description with more details.

Again, thanks so much for the consideration. Enjoy the day!

Scott

The 50 BEST TIPS EVER *For* RUNNING FITTER, FASTER AND FOREVER

About the Book (Available on Amazon: <http://amzn.com/B00HVS5DT2>)

I tried everything. Changing shoes, changing nutrition, changing my running form and changing my training plan. I even prayed to the running gods! It didn't matter. Every time I'd bolt out the door for a run something new would hurt. I was a broken down, frustrated runner. The most common pain was in my calves and I used to joke that you could flip a coin for which one was going to hurt that day. Because of this, I wasn't getting fitter and my times certainly weren't getting faster (in fact, they were getting slower). Running wasn't fun.

Even though it seems like only yesterday, that was five years ago. At the time, the more things I changed, the more it felt like I was wasting my time. But slowly my running started to improve. My body felt better...and healthier. I got fitter...and I got faster. I'm an experimenter at heart – I love tinkering with different things and trying to figure out not only what works...but what works the BEST. In this case, I was after the secret sauce of running.

And I believe I've found it.

In this book you'll receive not only the 50 Best Tips EVER for Running Fitter, Faster and Forever, you'll also receive:

- Instructional videos on running drills, flexibility and running-specific strength training
- Training pace calculator
- 6 audio downloads for mental toughness
- 8 training programs ranging from 5k to marathon
- 5 bonus videos on barefoot running, overuse injuries and how building a better butt will lead to a better life :)

And MUCH MORE!

If you're just starting out and you think this book isn't for you because you're "not a runner," it is! It will get you started on the right foot and help you get the most out of your running...whatever that means to YOU.

About Scott



Scott Welle is a #1 international best selling author, speaker, peak performance strategist and founder of Outperform The Norm, which trains high achievers and athletes to remove their self-imposed limitations, increase confidence and accomplish more than they ever thought possible. He has authored 9 books, has a Master's degree in Sport Psychology, serves on the Executive Certification Board for NESTA, the Advisory Board of the Minnesota School of Business – Globe University and the Board of Directors for the Minnesota Distance Runners Association. Scott is a foremost authority on motivation via the Brain-Body interaction and practices what he preaches regarding health and high performance – completing five Ironman triathlons and 25 marathons and ultramarathons.

Get to know Scott at: <http://ScottWelle.com>
Learn more about Run M5 at: <http://runM5.com>