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Writing Samples

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# Press Release

## Written for Alban Communications for a Kriya Yoga Event in Miami

Headline: An Evening of Spiritual Teaching About Yoga, Health, and Wellbeing

On Wednesday, May 24, 2017, 6:00-9:30 PM, at Florida International University Graham Center Ballroom, University Park, Main Campus, The Kriya Yoga Institute and the FIU School of International and Public Affairs present a free public event focused on yoga, health, and wellbeing. This event celebrates the 125th birthday of Paramahansa Yogananda, author of *Autobiography of a Yogi*, with a dialogue about uniting mind, body, and spirit.

Four Eastern spiritual leaders will speak at the event. Each of them approaches health and wellbeing from a different perspective.

- Paramahansa Prajnanananda, the current spiritual leader of the Kriya Yoga International organization, is one of the few people to ever achieve enlightenment. He received this designation from his teacher, Paramahansa Hariharananda, at the young age of 39.
- Sri N.V. Raghuram, the Chairman and Spiritual Founder of Yoga Bharati, is responsible for introducing yoga therapy in many places throughout the world, including Germany, Italy, Turkey, and China.
- Roy Eugene Davis, founder of the Center for Spiritual Awareness (CSA) in Georgia, began his studies of Kriya Yoga when he was 18 years old, and was ordained by Paramahansa Yogananda in 1951. He is a prolific author whose books have been published in 10 languages and in 11 countries.
- Dr. Akhilesh Sharma, a widely renowned Ayurvedic doctor, has operated a clinic in New Delhi for 29 years. In 1992, the former President of India

honored Dr. Sharma with the Dhanvantrari Award, the most prestigious recognition in the field.

While the speakers will present on a variety of topics, including Ayurvedic medicine and yoga therapy, the primary focus of the evening is Kriya Yoga. Kriya Yoga differs from Hatha and Kundalini Yoga because in order to practice, one must learn from a master. In modern times, the practice has been handed down through an unbroken lineage since 1861, but it goes much further back than that, even to the Bhagavad Ghita. The word “Kriya” has two parts - “kri,” meaning activity and “ya,” meaning the divine force, or the force of all creation. The word “yoga” means “union.” When one does Kriya Yoga, the intent is to connect to the divine within.

Kriya Yoga practitioners meditate in order to connect to their center of intuition and creativity. Steve Jobs, one of the most creative leaders of this era, read Autobiography of a Yogi each year, and even arranged to have copies distributed at his memorial service. "If you look back at the history of Steve...he had this incredible realization that his intuition was his greatest gift," Salesforce CEO Marc Benioff said. "He needed to look at the world from inside out...his message was to look inside yourself and realize yourself." [Source](#)

Just as Steve Jobs improved his life with the teachings of Kriya Yoga, attendees of this event will leave with much to think about and reflect upon. In the words of Yogacharya John Thomas Lopategui, the event’s discussion moderator, “When you practice yoga, you benefit yourself, your family, and all of humanity.”

# Profile

## Student profile published in the Miami Dade College Forum, November 2017

Head: Anything is Possible

Subhead: MFI student teaches fashion at the DesignLab

MFI student Emmanuel Osmann spends his days learning about fashion design, and he works at the DesignLab to teach students of all ages about the endless possibilities of the field. “At DesignLab, the motto is anything is possible, and that's something I believe in,” he said. “The number one thing I want the children and adults to get out of it is confidence. I believe that confidence can take you anywhere.”

Osmann’s own journey with MDC has taken him many places. He went to China with the Confucius Institute, where he learned about traditional and modern Chinese culture, and where the designs of Chinese fashion students inspired him on his current path. This past summer, he also traveled to Columbia with DesignLab Give and Juan Fe, where he taught teenaged mothers to sew so that they can support themselves.

At the DesignLab, Osmann teaches students how to use technology like 3D printing and laser cutting. “I find it very rewarding, because I look at it that I am not only teaching, but I'm learning while I'm giving instruction. I'm very fortunate to be a part of that,” he said.

Osmann recently used a 3D printer as part of his first year final project, in which he used an armadillo for inspiration. He created an enclosure for an interlocking buckle that mimicked an armadillo rolling up. He is currently doing a project in collaboration with MFI and Ecoalf, in which he and three other students are creating a prototype for a gym bag made from fishing nets drawn from the ocean.

Osmann's big dream is to own a clothing label and to be in Paris Fashion week, but for now, he said, "With fashion and the school and DesignLab, I have been open to many opportunities that have come my way which I am not taking for granted. I would like to continue what I'm doing right now, and with that in mind, I believe opportunities will continue to open."

## Article

Published on The List:

<http://www.thelist.com/64771/signs-kid-might-bully/>

**Headline: Signs your kid might be a bully**

Bullies make easy villains. From Biff in Back to the Future to the Plastics in Mean Girls, everyone loves to hate them.

But bullies don't start out that way. They turn to bullying because they lack self-esteem, feel powerless, and ache for attention. And, as much as the media focuses on the harm done to victims of bullying, the bullies themselves also face negative repercussions. In an interview, Jodi J. De Luca, Ph.D., licensed clinical psychologist at Erie Colorado Counseling, told me, "Bullying significantly impacts the emotional, psychological, and physical health of all those involved — including the bully. The consequences of being a bully are long-term. The academic, social, and overall well-being of bullies are negatively affected."

The first step to stopping bullying behavior is facing and addressing the painful truth that your child might be a bully. If you notice some of these common signs, it may be time to step in and get help for your child and stop the behavior.

## Your child makes fun of other children

Do you notice your child frequently making fun of other children? While making fun of others is often just a part of growing up, sometimes it points to a deeper issue. "Does the child focus on differences to pick on? Do they encourage others to join in their ridicule? Do they label or call other children names? It is important to notice if these behaviors are usual for this child; every child slips up now and then, but the bully is always trying to make himself look bigger, stronger, more popular by putting other kids down," Marianne Clyde, the owner of the Marianne Clyde Center for Holistic Psychotherapy, told me in an interview.

If your child seems to spend a lot of time insulting others and tearing them down, it could be a sign that your child is a bully. In this case, it's not the playful banter that many children engage in. It's hurtful language that makes other kids feel bad and inferior.

Carole Lieberman, M.D., psychiatrist and bestselling author, agreed. She added, "If your child calls other kids names in order to order them around and get them to do things — such as to get them a cookie or give them their homework — these are signs of being a bully."

## Your child keeps getting into trouble at school

Children who act like bullies often have trouble following the rules at school. Do you find yourself dreading school pick up time as you brace yourself for yet another uncomfortable conversation with your child's teacher? If you hear about your child getting into trouble on a regular basis, they might be bullying other

children.

Bullies typically have difficulty listening to authority and struggle with building friendships, two reasons they are likely to get in trouble. Bruce Cameron, M.S., LPC-S, LSOTP PA, a licensed counselor and former federal prison therapist who works with bullies in his private practice, told me that a child may be a bully if "there is a failure to submit to authority and a failure to have several meaningful peer relationships."

Mayra Mendez, Ph.D., LMFT, a licensed psychotherapist and program coordinator for intellectual and developmental disabilities and mental health services at Providence Saint John's Child and Family Development Center in Santa Monica, Calif., suggested a few more reasons bullies have a hard time behaving in school. "The child has difficulty when they don't get what they want, when they are not first or identified as the winner or the best. Behavioral challenges may also include impulsivity and thoughtless reactivity to perceived slights."

Children must be able to hear the word "no" in order to do well in school and to act gracefully when they don't come in first — something I know well as a former third grade teacher. If you notice your child struggling to get through the day at school without getting in trouble, keep your eyes open for other bullying behaviors.

## Your child hangs out with bullies

What do you think of your child's friends? Are they nice kids? Do they seem to get along well together? If you think your child's friends act like bullies, chances are your child is a bully as well.

Jennifer Freed, Ph.D., cofounder of AHA! (Attitude.Harmony.Acheivement.), a non-profit organization dedicated to combating bullying in schools, told me that bullies tend to "associate with other youth who seem quite belligerent, blaming,

and negative. Conversations with friends are about who is bad, who is to blame, and their sense of social superiority. "

Cameron agreed, and added that if your child is a bully, "your kid's friends are also aggressive and mean to others. Water seeks its own level. So true in the bully sphere."

## Your child excludes other children

Often, bullies target people who are different from them, using their differences to shame them or tear them down. Just as you pay attention to the children your child hangs out with, also notice the kids they avoid. Are they excluding specific kids?

Dr. Mendez suggested that often bullies don't know how to deal with differences. "Such children may lack a foundation of acceptance of differences and engage in exclusionary behaviors, casting out others whom the child perceives as unworthy because of race, nationality, ability levels, or physical appearance," she told me.

Clyde agreed, and asked, "Is your child being inclusive or exclusive? Are they actively inviting kids over but turning down a couple names that used to be included?" Make sure that you teach your child to include others. It's likely that they are learning their behavior from you, so model the way you want them to treat others.

Clyde had this advice for parents who think their children might be bullies: "The best thing to do is to take the child aside, look him in the eye with compassion, and ask him what's going on. Affirm that you understand that is not who he really is and it's not his character to act that way. Offer him a safe place to talk about whatever is causing stress in his life and then teach him new coping skills that are more in line with his true character."

## Your child is obsessed with being popular

To be fair, many kids obsess about being popular, especially in middle school. I remember having long conversations with my best friends in which we dissected everything the "popular group" did. But bullies take their feelings of inadequacy and insecurity out on others in an attempt to bolster their own popularity.

"The child could be feeling insecure and is choosing to pick on someone who seems weaker in some way in order to make themselves feel important, popular, or in control," Krystal Rogers-Nelson, parenting and child safety expert at A Secure Life, told me in an interview.

Even if your child isn't the instigator, their desire to be popular may encourage them to join in when others are bullying their peers. Barron Whithead of Agora Cyber Charter School told me, "Children may be obsessed with trying to 'fit in' and being part of the popular crowd. They could follow their peers with bullying others in the cafeteria or online chat rooms by saying hurtful things to their classmates."

Unfortunately, popularity can sometimes equate to cruelty. If you've ever seen *Mean Girls*, you know what I mean. Cameron described the behavior like this: "Your kid will do anything to be popular. They will try to attract other popular kids that may be brash in their delivery. They constantly talk down to other kids and spend time with each other bad mouthing other kids and putting them down."

## Your child acts aggressively toward others

Aggression is one of the most common traits found in bullies. Examples of aggression include fighting with you or other family members, refusing to take responsibility for themselves, lashing out, and destroying things.

Dr. Mendez gave me these examples of aggressive behavior: picking fights with

peers, demonstrating cruel behaviors towards animals, intentionally destroying others' property, and spreading gossip, whether cruel or fabricated, about others that results in emotional injury to others."

Your child may not be aggressive physically, but pay attention to their language as well. Dr. Freed told me that bullies "act more aggressively at home and are not discussing their social life. They are using derogatory and disrespectful language. They talk back more and put other people down frequently." Words can be just as painful as actions, so make sure to let your child know what language is and isn't acceptable.

Keep in mind that often, your child's aggressive behavior and language may indicate that they don't know how to act in a more respectful manner. Rogers-Nelson recommended taking action to help your child learn how to respond to negative emotions differently. "The child most likely has a pattern of defiant or aggressive behavior and will require assistance in learning how to manage strong emotions," she told me. "They could also suffer from mental health issues or learning disabilities.

## Your child shows a lack of empathy

When a child is empathetic, they understand how other children and adults feel. But bullies often seem to enjoy seeing other people suffer. They may even inflict pain on others in an attempt to feel better about themselves.

This lack of empathy can show up even in young children. Dr. Lieberman told me, "If your child grabs toys away from other kids and doesn't care whether this makes them cry, this is typical bully behavior. Though sometimes your child may do this because they want to play with this toy, many times it is just to show the other child who's boss."

Most of the time, your child will be able to learn how to empathize with others if

you give them the right support. Rogers-Nelson told me, "If they have a hard time managing emotions, don't understand how to resolve conflicts or they don't understand why bullying is hurtful, a counselor or child therapist can help them understand where their feelings are coming from, how to develop empathy and teach them strategies to manage emotions and resolve conflicts in a positive way."

## Your child withdraws from you

Often, your child won't want you to know about their bullying activities, and they will isolate themselves from you and other people in your family. If you notice that they're spending even more time alone in their room than usual, find out what's going on.

Dr. Freed told me that bullies will often avoid connecting with their parents, noting, "They are zoned out on devices and seem sullen, withdrawn, and irritable most of the time. When you try and have quality time with them they pull away and won't let you know anything about them."

When your child isolates themselves, it's even more difficult to reach out and get them the help they need. Remember, they are withdrawing in order to nurse difficult emotions. If your child won't open up and tell you what's going on, you can investigate in other ways.

Dr. Freed suggested, "If you suspect your child is bullying others, do some fact finding and consult other adults and school folks to see if your intuition is correct. Children rarely admit to bullying so it is important to have the facts. Once you have the facts, it's time to call in trained professionals to help you and your child unpack the reasons this behavior has started and to quash it as quickly as possible. Youth need support to understand the unprocessed pain that originated their bullying and learn functional ways to manage their feelings."

## Why do children bully?

Children who bully others aren't bad people. They're often reacting to feelings of insecurity, powerlessness, or frustration. Whithead told me, "Children may bully others because of low self-esteem or insecurities. They also may want to follow along with other classmates who are bullies so they feel like they are part of group. Sometimes when they feel powerless, it may cause them to act out aggressively."

Children learn how to act by observing others. "They could have adults in their lives that are modeling bullying behavior. This could be a parent, teacher, coach, or other adult," Rogers-Nelson told me.

Unfortunately, many children turn to bullying when they are bullied themselves. Dr. Lieberman added, "If they are being abused and feel helpless to stop the abuse, they then identify with the abuser and start bullying other kids to feel more powerful themselves. You need to check out whether their older siblings may be bullying them."

## What can you do if you think your child is a bully?

If you think your child might be a bully, first find out what's going on. Then take action to help your child learn how to behave appropriately. This may begin with looking at your own behavior and intentionally modeling positive, compassionate action. Clyde put it this way: "If you suspect that your child is a bully, the worst thing a parent can do is try to bully or humiliate the child. If that is the first go-to technique of a parent, chances are that the parent needs to take a closer look at himself. Children learn what they live, and more is caught than taught."

She gave me a number of suggestions for helping your child become more giving toward others. "Teach him ways to share or show compassion by visiting a food pantry with a donation, giving away good used toys to needy children; and finally, help him figure out a way to strengthen his own sense of value by helping him

create something of value like a painting or a fort or writing a book, or having a lemonade stand or a vegetable stand where he can earn money to give a portion to others," she said.

In addition to modeling positive behavior, also make sure your child knows that bullying is not okay and give consequences for their behavior. "Effective consequences could include: writing a story about the effects of bullying or benefits of teamwork, role-playing a scenario or making a presentation about the importance of respecting others to their class, writing an apology letter to the child who was bullied, or making posters about cyber-bullying for their school," Rogers-Nelson suggested. If you think your child might be a bully, first find out what's going on. Then take action to help your child learn how to behave appropriately.

## Remember that children are loving at their core

Even if your child is acting like a bully right now, it doesn't mean they will be a bully forever. You have the power as their parent to stop the behavior and teach them empathy. Clyde told me that bullies will change their behavior "if they have someone compassionate listening to them and understanding that that's not who they are at their core. At their core, they're loving and kind and creative and generous, and that's when they're most happy, and that's what we have to tap into."

## Email Campaign

Marketing Campaign for Kathy Pine's Kickstarter Project to Sell the Inspired Year Planner

Results: The Kickstarter campaign was fully funded. I brought in 8% of total sales.

Subject line: Get inspired and creative next year {free shipping ends tonight}

Hi,

Yesterday, I sent you an email about my friend Kathy's amazing [Inspired Year Planner](#), which she is selling on Kickstarter.

Here's a brief list of reasons why [her planner](#) rocks (and why you should buy it today, while it's still \$35 with free shipping):

- It's one of the most beautiful and well designed planners you can buy
- It will guide you to nurture your whole self, including your relationships, work, creativity, and spirit
- It is designed for you to keep your goals in front of you everyday, so that you continuously focus on what really matters
- It is made for creative women who want to be inspired to live their best lives
- You will be supporting an incredible woman, mom, and entrepreneur
- Until the end of today, it is [just \\$35 with free shipping in the US](#). After that, it goes up to \$46 with shipping.

*Choose from 3 Covers*



"FOLLOW DREAMS"  
ON ORIGINAL ARTWORK



"GOOD THINGS"  
ON GOLD STRIPES



"GREAT LOVE"  
ON ORIGINAL ARTWORK

I've been using Kathy's planner this year, and it has helped me think about my life

in a much more expansive, focused way.

[So...grab yours today](#), before it goes up in price.

Enjoy the rest of your weekend!

Daniela

P.S. If 15 people buy The Inspired Year Planner using [my special link](#) by the end of the campaign, you will get a chance to do a goal setting session, led by Kathy herself. So forward this on, or buy one for a friend.

## Sales Page

### Landing Page for a Blogging Course

**Results: Over 2,000 bloggers participated in The Blog Makeover.**



Do you ever feel like there is so much you could do to improve your blog, but you're not even sure what those improvements would be?

You keep telling yourself you will work on it, but it never gets done. Other things get in the way.

Like your life.

And even when you do have time, you lack the confidence to work on your blog, because you feel like you're always missing something.

That's where The Blog Makeover comes in. It's transformed 2,000+ blogs, and it

will transform yours, too.



In 15 minutes a day, you will transform your blog from blah to beautiful.

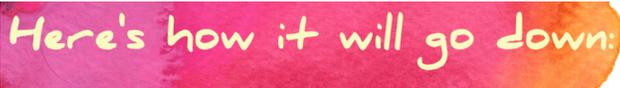
You'll get a step-by-step, completely doable action plan for improving your blog's design and content.

Your blog will go from lacking pizzazz to reflecting your awesome personality.

From being unshare-able to being tweeted, liked, and pinned.

...and you'll be doing it alongside other bloggers who are there to give you feedback, support, and a nudge in the right direction.

By the end of the Blog Makeover, your blog will feel the way you do after you get a fantastic haircut – beautiful and ready to be seen.



Here's how it will go down:

- You will get access to The Blog Makeover course in my membership site, Have Your Cupcake. You can do the lessons all at once or one a day. It's up to you! (Plus you will get a sweet cupcake badge for every lesson that you complete.)
- Each action step has its own discussion thread in a private Facebook group so you will grow and learn alongside other bloggers.
- Jump in and share your progress, ask questions, and connect with other talented women.
- You will also get lifetime access to the Blog Makeover, so anytime I add to it,

you will get the new goodies in your inbox.

All of the lessons take 30 minutes or less. But they make a huge impact on the success of your blog.



What kinds of action steps  
are we talking about here?

They include:

- Branding for your unique personality and style
- Getting clear on your blog's message
- Supercharging your blog design
- Improving your headlines and blog posts

...and more!



**Get the Blog  
Makeover Now**