

# *Cindy* Uncorked!



## **Be Featured in our 'hot topic of the week'**

If you have been considering investing in having a promotional video created for your business or wanting media training to develop your message, positioning and on camera presence, we invite you to read through this information package.

By being featured in our 'hot topic of the week' segment, you get a professional promotional video done for you + media training + gain significant exposure by being on a national TV show.



# Cindy Uncorked

*Hosted by Cindy Ashton*

30 minute weekly show

Women's Broadcast Television Network (WBTV)

365 000 viewers

Tuesdays at 9 pm Eastern

Plus streamed online...

- ✓ Apple TV
- ✓ Dish
- ✓ DirecTVsling
- ✓ Comcast
- ✓ ROKU
- ✓ Amazon Fire
- ✓ And more...

*"Tackling important women's issues in daring ways. Cindy has the heart of Oprah, humor of Ellen and razzle dazzle of Liza Minelli"*



## Viewership Demographics



- ✓ Educated, professional women ages 35-55
- ✓ Health, wellness and personal growth are important to them
- ✓ Sustainability, the environment and quality matter
- ✓ They tend to be more daring, courageous and willing to step outside the box
- ✓ They are worldly, adventurous and have a spark to them
- ✓ Big hearted and wants to leave the world a better place

## Interviewee Opportunity

- ✓ Featured 10-12 minute interview.  
Be seen on WBTVN (365 000 US viewers)  
Streamed online globally to a potential of millions  
on Apple TV, Direct TV Sling, ROKU, Comcast & more.
- ✓ Coaching your on messaging, positioning, offer + on camera, presentation and speaking training.
- ✓ Copy of video segment for your own use
- ✓ Extensive social media promotion including  
10 or more pushes to 30 000 = reach of 3 million
- ✓ Dedicated blog post to your product / service
- ✓ Q&A chat after interview with call to action  
to your special offer



**Investment: \$1500 - \$7500 depending on the amount of training you need to be brilliant on TV. Set up a consult at [connect@cindyuncorked.com](mailto:connect@cindyuncorked.com)**

## Understanding the Value

- Training with Cindy on messaging, talking points and on camera \$2000- 10 000 depending on what level you are at.
- Getting a promotional video done (no coaching involved to make sure your message and on camera presence is strong so it may be wasted money) \$1500
- Hiring someone to do social media promotion \$1000
- Promotion to 365 000 viewers and online channels such as Apple TV = priceless.

At the very least you would be paying \$4500 to \$12 500 if you worked with a presentation trainer and camera crew. And wouldn't have access to the distribution channels and reach as well as ongoing promotion.



## Benefits To Your Brand ... Get Uncorked to Get Seen!

- ✓ Establish or re-inforce YOU as the go-to expert in your field.
- ✓ Have great footage you can use on your website, social media and for other promotional purposes
- ✓ Reach a targeted audience of professional women.
- ✓ Generate new leads to your website and product / services.
- ✓ Build new fans on various social media as well as strength your relationship with current buyers and brand advocates.
- ✓ Boost conversion rates and repeat sales with increased brand awareness.
- ✓ Draw from Cindy's expertise on how
- ✓ to position, pitch yourself and be magnetic on camera.
- ✓ Your company recognized as supporter of women



## More About the Show: Segments and Topics

Every segment is meant to spark deeper conversations about important issues while gently challenging the viewer to stretch past her comfort zone so she can step into her most fulfilled self.

**HOT TOPIC OF THE WEEK:** Interview with an expert who offers a controversial or fresh perspective on a hot topic. Subjects include health, money, world issues, relationships and personal growth.

**“GET UNCORKED” ... LIVE FROM THE STEET:** We interview people live on the streets (various cities) where they share their thoughts on the topic of the week.

**INFLUENCE UNCORKED:** Live from a unique location, Cindy shares a strategy on how to show up powerfully in your life and how to navigate work and home relationships.

**UNCORKED ADVENTURES:** Living with courage requires us to get uncomfortable and try something new. In each episode, Cindy and some lucky viewers will embark on an adventure... from skydiving to African dancing to flying on a trapeze and more.

*And of course song  
and comedy are  
woven throughout*

## Who is Cindy Ashton?



- ✓ Awards from President Obama & Queen of England for life time of volunteerism.
- ✓ Singer / Entertainer as seen singing opera with Downsview Symphony, “Miss Hannigan” in Annie and sharing stages with Bruce Reynolds (ABC’s “On the Red Carpet” and Emmy winner Monica Piper (Mad about you).
- ✓ Professional Speaker. Has shared stages with Robert Herjavec (Shark Tank), Bob Proctor, Lisa Nichols (Movie, The Secret).
- ✓ Former educational consultant, published in Canada.
- ✓ Corporate Strategist / Coach – expert in body language, speaking voice, influence, leadership presence.
- ✓ Born with a 20% chance of living, heart failure and structural damage, Cindy has undergone multiple heart surgeries and has lived with chronic illness her whole life. Despite it all, she has gone on to achieve all the above and is recognized by the US Government to be within the top 10% in her field. Now she’s showing her audiences how to be their best on Cindy Uncorked!

*As seen on...*

**InvestmentNews**

**metro** 

**Inc.**

**The Times-Tribune**

## More About WBTVN

All WBTVN programming is Live, Streamed and On-demand. Our programming is free to visitors so our Sponsors get the maximum exposure and we even give viewers the opportunity to watch archives, where once again your company's branding can be seen. Each channel on WBTVN gets a branded channel and we market you through our partnerships and hosts, ROKU is just one of the mediums we use to broadcast WBTVN with your brand.

The Women's Broadcast Television Network (WBTVN) is the exclusive ALL WOMEN'S CHANNEL (OTT). We are an Over the Top cable company and we integrate through our APP with networks like AppleTV, Sling, Roku, Dish and many others. The WBTVN platform takes it one step further than other networks, we added live stream, on demand, social sharing and private channels for our hosts to maximize your exposure.



*If you think you are a good fit,*

*If you think you are a good fit,  
schedule a call!*

*Please email us the following:*

- 1. Name*
- 2. Website*
- 3. Topic*
- 4. City, State / Province*

[connect@cindyuncorked.com](mailto:connect@cindyuncorked.com)

