

**BODY BUILDING CHAMPION. MOVIE STAR.
GOVERNOR OF CALIFORNIA. PHILANTHROPIST.**

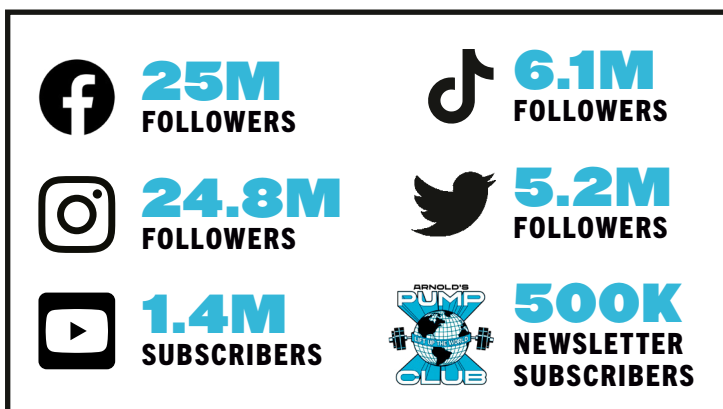
The real question is: what can't Arnold Schwarzenegger do? As one of the most well-known people in the world, Arnold is no stranger to being asked for his advice and wisdom. In *Be Useful: Seven Tools for Life*, Arnold delivers a straightforward, no-frills toolkit the way only Arnold can, that will leave readers feeling inspired and motivated.

BE USEFUL. No matter who you are or what you have, it's a message that ANYONE can follow and apply to their daily life.

MARKETING AND PUBLICITY PLANS

- Author appearances on *Jimmy Kimmel, CBS Morning, Kelly & Mark, The View*, much more
- First serial/interview in *People Magazine*
- Major podcast line up including Tim Ferriss, *On Purpose with Jay Shetty*, more
- National advertising campaign
- Major social media campaign

ARNOLD'S PLATFORMS



ARNOLD'S SEVEN TOOLS FOR LIFE

- 1. Have A Clear Vision**
- 2. Never Think Small**
- 3. Work Your Ass Off**
- 4. Sell, Sell, Sell**
- 5. Shift Gears**
- 6. Shut Your Mouth, Open Your Mind**
- 7. Break Your Mirrors**