

Excerpt from Who's Hiding in Your Address Book? by Mary Kurek (copyrighted text)

Delena Kay Flakes is an extraordinary woman of faith, with an ability and desire to connect with people who are considered outcasts. In her job within the Texas prison system, she interacts daily with some of the nation's most dangerous offenders.

Kay has her doctorate in psychology and is one of a handful of prison professionals who were granted access to famed serial killer Henry Lee Lucas. Kay has developed a special insight into the mentality of people who cause their own rejection from society. That insight, along with her commitment to God, prompted her to take her message of hope and positive action to a national audience. Kay's intention is to provide people in halfway houses, prison release programs, or in various desperate situations, with the motivation and plan for creating a positive life.

The title of Kay's latest book seemed to sum up the theme of her new efforts: "Aggressive Pursuit." Packaging her marketing around that theme was the beginning step in creating her visibility. Here's an excerpt from a recent e-mail I received from Kay after a month of working on her web site, materials, endorsements, publicity, and positioning.

"I had a book signing at the library, where they displayed information from my media kit!! I got feedback from people who saw the display at the library—that was great! I have served as the Mistress of Ceremony for two different programs—a countywide audience—made some contacts after each one. I was asked to participate in a Victim Services Convention in Austin, Texas. I landed the radio interview in Killeen, Texas! I did record it, like you suggested. Also, I had a book signing at Hastings. They were so impressed with me that they wanted to keep copies of all my books on their shelves, and they used the media kit, once again, to make a display! I secured an interview with one of the local papers, and I was asked to supervise an endeavor sponsored by a nonprofit organization that's a perfect fit... I am moving right along!!!"