

I Do! I Do!
The Marriage Vow Workbook

By
Shonnie Lavender & Bruce Mulkey



Media Kit

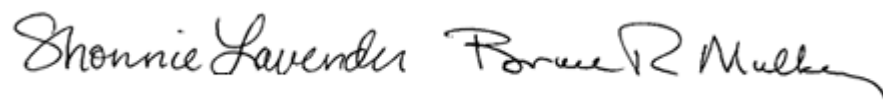
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In this media kit for *I Do! I Do! The Marriage Vow Workbook* you can find the following information:

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We encourage you to visit the [Media Kit section of our website](#) for the most up-to-date materials. We thank you for your interest in *The Marriage Vow Workbook* and are glad to serve you in whatever way we can.

Sincerely,



Shonnie Lavender & Bruce Mulkey

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Author Bios

Bruce Mulkey and Shonnie Lavender met while training for a marathon in Austin, Texas, in 1995. After participating in a running group together for almost a year, the two decided that they could transcend their three-decade age difference, but not the triple-digit Texas temperatures. Thus they moved with their blended family of cats to the Southern Appalachian Mountains in 1997 to a home near downtown Asheville, North Carolina. Shonnie and Bruce coauthored *I Do! I Do! The Marriage Vow Workbook* based on their experience of consciously crafting their own marriage vows for their May 30, 1999, wedding, commitments they continue to uphold. In addition to their collaboration on *The Marriage Vow Workbook*, Bruce and Shonnie own their own businesses as a writer and coach, respectively.



Bruce is a writer who tells powerful, inspirational, evocative stories intended to touch our hearts, minds and spirits, awaken us from complacency, and inspire us to become radically responsible for our lives and our world. He graduated from the University of the South at Sewanee, Tennessee, and has pursued a variety of professions, including high school teacher, log home builder, energy conservation advocate, and nonprofit communications director, before ultimately choosing to follow his true calling—writing. Bruce's essays and commentaries have appeared in the Asheville Citizen-Times, where he served as an editorial columnist from 2000 through 2004, as well as numerous other print and online publications. He currently blogs at www.brucemulkey.com.



Shonnie is a coach and speaker. Her life and work are oriented around her cause: To inspire and empower people to live in a conscious, loving, and connected way. Through empathic listening, evocative inquiry, and compelling calls to action, Shonnie helps her clients embody their authentic power, embrace their accountability, and become the change they want to see in the world. She also presents workshops, trainings, keynote speeches, group coaching, and telephone-based classes.

A graduate of The University of Texas at Austin and Coach U, Shonnie is a member of the International Coach Federation and serves on the faculty of the Secretan Center, a global consulting practice specializing in cultural and leadership transformation. Her clients come from a variety of professional backgrounds, including not-for-profit, communications, law, health care, academia, graphic design, architecture, consulting, and coaching. Shonnie is the author of numerous articles and a book titled *Live the Life You've Imagined: 100 Practical Strategies for Creating Your Ideal Life*.

Fact Sheet

Title: *I Do! I Do! The Marriage Vow Workbook*

Authors: Shonnie Lavender and Bruce Mulkey

ISBN-10: 1-84728-038-2

ISBN-13: 978-1-84728-038-1

Price: \$24.95 US

Pages: 112

Trim: 8-1/2 x 11

Index: No; includes appendix

Category: Weddings: Wedding Planning

Publication date: July 2006

Format: Paperback

Positioning statement: A step-by-step resource for creating wedding vows that are uniquely yours.

Intended market: The nearly five-million couples planning to marry during the next year, including first-timers and previously-marrieds, as well as couples who are planning recommitment ceremonies.

Media angles:

- As an average of 2.4 million couples marry each year in the U.S., there is a yearning among a growing segment of this group to write vows that are uniquely their own. Rather than the usual cut-and-paste formulas of other books in this niche, *I Do! I Do! The Marriage Vow Workbook* takes couples through a simple but powerful process in which they create

distinctive, meaningful, inspiring and eloquent marriage vows regardless of how they perceive their writing ability.

- Couples who read *I Do! I Do! The Marriage Vow Workbook*, complete the exercises, share their work with one another, and write their wedding vows not only create their own unique vows, they gain insights and resources essential for a fulfilling and enduring marriage, including learning to really listen to one another, articulating what they appreciate about one another, sharing what they want for their relationship, determining how their values and goals align, creating a joint vision for their marriage, and discerning how to really live their vows.
- Some of the approximately 1 million divorces each year in the U.S. could likely be avoided if couples spent less time choosing invitations and ordering the cake and more time consciously considering the commitments they will make to themselves and one another on their wedding day. *I Do! I Do! The Marriage Vow Workbook* provides the opportunity to do just that.
- *I Do! I Do! The Marriage Vow Workbook* encourages couples to consider how they will be with one another throughout their lifetime together. One entire chapter deals with the implementation of a regular reconnection ritual in which couples recite their marriage vows to one another, discern if they are honoring them fully, and if need be, pledge to return to integrity in their commitments.
- *I Do! I Do! The Marriage Vow Workbook* has been reviewed and endorsed by a number of psychologists and clergy. In fact, two psychologists reviewed the initial draft word-for-word and provided essential feedback for the authors. In addition, engaged couples field-tested the workbook and the feedback received was gracious in its praise.
- The authors are articulate, well-informed, intelligent, and photogenic. They wrote *I Do! I Do! The Marriage Vow Workbook* out their own experience of writing marriage vows for their May 30, 1999, wedding and creating a system to uphold their commitments. They can attest to the power of this process as they continue to grow and deepen their relationship, meeting the challenges of marriage as well as their three-decade age difference.
- The average amount spent on a typical American wedding is \$27,852 (a total of \$72 billion annually). The \$24.95 price of *I Do! I Do! The Marriage Vow Workbook* is less than one-tenth of one percent of that total, a miniscule price to pay for such a valuable resource.

Endorsements: Harville Hendrix, Ph.D., author of *Getting the Love You Want*, Lance Secretan, Ph.D., author of *ONE: The Art & Practice of Conscious Leadership*, John Hoover, Ph.D. and numerous clergy.

A brief description: *I Do! I Do! The Marriage Vow Workbook* is an inspirational resource for creating compelling wedding vows for a couple's marriage, civil union, commitment or recommitment. As an average of 2.4 million couples marry each year in the U.S., there is a yearning among a growing segment of this group to write marriage vows that are uniquely their own. Rather than the usual cut-and-paste formulas of other books in this niche, *I Do! I Do! The Marriage Vow Workbook* takes couples through a simple but powerful process in which they create distinctive, meaningful, inspiring and eloquent marriage vows—vows that deepen their own connection with one another, delight and captivate their wedding guests, and provide the foundation for an enduring relationship in the years to come.

Table of Contents:

1. How to use this workbook
2. The benefits of writing your own marriage vows
3. Articulating your appreciation for one another
4. Sharing what you want for yourself and the relationship
5. Confirming your convictions
6. Creating a joint vision
7. Writing your vows
8. Living your vows
9. Some final thoughts

Interesting fact: Bruce Mulkey and Shonnie Lavender met while training for a marathon in Austin, Texas, in 1995. After participating in a running group together for almost a year, the two decided that they could transcend their three-decade age difference, but not the triple-digit Texas temperatures. Thus they moved with their blended family of cats to the Southern Appalachian Mountains in 1997 to a home near downtown Asheville, North Carolina.

Photos

There are photos of the authors and book covers on the [website](#) which may be downloaded for use in your publication or promotional materials for events with the authors. The photo credit for all author photographs is Steve Mann, Black Box Photography, Asheville, NC. The graphic design credit for the book cover is David Lynch, Lynch Graphics, Asheville, NC.

General Interview Questions

Below are general questions you may consider using in your interview with Shonnie Lavender and Bruce Mulkey, the authors of *I Do! I Do! The Marriage Vow Workbook*.

- What led you to write this book?
- What was it like for the two of you to write a relationship book together?
- What are your qualifications for writing this book? Aren't psychologists, clergy and other relationship professionals better qualified to give advice on this topic?
- Why not use traditional vows?
- Isn't it difficult to write your own wedding vows?
- Why go to the effort of writing vows if you're simply going to repeat them on the wedding day?
- Preparing for a wedding can be a hectic time. Why would couples want to spend a lot of that time writing their own vows?
- Who do you think your book will appeal to?
- How is your book different from the other wedding vow books on the market?
- What will readers gain from reading your book?
- What are the benefits of writing your own vows?

- Have you gotten any feedback from couples who have used your book to write their vows? What have they said?
- How is your marriage?

Quotes from reviewers of *I Do! I Do! The Marriage Vow Workbook*

This creative workbook will be valuable to any couple planning their marriage or recommitment. Furthermore, the post-ceremony guidance will help them transform their wedding into their marriage. I highly recommend it.

~ Harville Hendrix, Ph.D., author of *Getting the Love You Want: A Guide for Couples* and cocreator of Imago Relationship Therapy

The Marriage Vow Workbook is a spiritual tool for creating joyful and loving marriages which, in turn, promote peace in the world. . . . We give this useful and transformative workbook five stars and recommend it highly to all who embark on this sacred journey.

~ Mary Page Sims and The Rt. Rev. Bennett J. Sims, Bishop of the Episcopal Diocese of Atlanta, 1971-1983

When Bruce and Shonnie chose to become married, they made conscious choices about their wedding weekend, their marriage vows, and how they would live their lives based on their souls' commitments to one another. In doing so, they created a loving, fulfilling, and enduring relationship in which they are LIVING their vows-encouraging each other to live boldly, authentically, compassionately, and courageously. In I Do! I Do! The Marriage Vow Workbook, they offer their lived wisdom to couples who wish to follow a similar path.

~ Lance Secretan, Ph.D., award-winning author (*ONE: The Art and Practice of Conscious Leadership*), speaker, coach, and advisor to leaders

As a psychologist who works with couples, I intend to use I Do! I Do! The Marriage Vow Workbook with my clients who are about to get married and also with those in couples therapy. Often folks in a relationship are unhappy because they have gotten off course or drifted from their initial vision for living together joyfully. They begin looking for a way out or for a way back to the magic that once held them together in a sacred commitment. Whether couples want to create a commitment or make a recommitment, it takes a thoughtful, step-by-step process that looks exactly like the one so beautifully designed and guided by Shonnie and Bruce in The Marriage Vow Workbook.

~ John E. Hoover, Ph.D., psychologist

Couples who engage this book fully will come out of the process knowing their partners, themselves, and their relationship more deeply. The questions posed here, the context offered, and the stories shared will do nothing less than enrich their lives. Bruce and Shonnie offer hard-won wisdom, encouragement, and guidance that we haven't found anywhere else.

~ Deanna LaMotte and David LaMotte, singer-songwriter and author of *S.S. Bathtub*, a book for children based on his song of the same name

YES, YES!" is our response to I Do! I Do! The Marriage Vow Workbook by Mulkey and Lavender. . . . I Do! I Do! is a thought-provoking and uncompromising message for couples who want to create a conscious, committed relationship. Whether marriage is in the future, has already happened, or may never happen, this workbook is a means to move relationships more toward the good for which we all yearn.

~ Helen Bruch Pearson, Candler School of Theology, Emory University (Ret.)
and Luther E. Smith, Jr., Ph.D., Professor of Church and Community,
Candler School of Theology, Emory University

As a minister who officiates at seventy to eighty weddings each year, and as one who truly believes in committed love, I know how helpful this book will be. First-time marriages or second- and third-time-arounders will find this guide wonderfully helpful in designing just the right words for celebrating their love. A big Yes! to Mulkey and Lavender for enhancing one of the most powerful and important experiences a couple can have together.

~ Rev. Howard Hanger, Founder and Minister of Ritual & Celebration,
Jubilee! Community Church, Asheville, NC

Shonnie and Bruce have truly created this workbook out of their own powerful and inspiring relationship. I Do! I Do! The Marriage Vow Workbook is a must-do for thoughtful couples who want to prepare well for a marriage that will last a lifetime.

~ Ken and Elizabeth Loyd Kinnett, founders of
Back to Bliss™ Relationship Workshops

Thank you so much for creating this workbook. Using it to write our marriage vows has been a wonderful experience for us. Not only has it helped us to produce vows that really fit, it has encouraged us to consciously address some issues in our relationship as well as develop a compelling vision for our future. We're both deeply grateful for your work.

~ Allison Jordan and Gil Holmes