

AS SEEN IN

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Harvard  
Business  
Review

THE SUNDAY TIMES  
STYLE

THE  
INDEPENDENT

COSMOPOLITAN

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Your newsworthy business  
begins now inside

# THE PARLOUR

**The 9 Month Media Mentorship**

*with Adela Hussain*

Cosmopolitan Entrepreneur  
of the Year finalist, 2018.

April to Dec 2024



# LETTER FOR YOU



**Hey! I'm Adela.**

**Business Consultant. Entrepreneur. Disruptor.**

My last business was featured in **Harvard Business Review** (*without me pitching*).

But 12 months earlier I was drowning, trying to run my business and do FB Ads, network, social posts, blogs and **constantly feeling I wasn't getting anywhere with it.**

I'd fired 2 publicists because I was running out of money and not getting any tangible results.

**I had nightmares about returning to my dull consulting job.**

And then I realized something.

Those entrepreneurs and experts in the media always seemed to get **customers, fancy collaborations, and speaking gigs.**

Why don't I try pitching?

I'd spent 20 years as a management consultant pitching non-stop for new projects.

So I decided to focus hard on one thing.

**Pitching my business myself to the media.**

**This is what I achieved in 12 months:**

- **14 pieces of press** in publications like **The Guardian, Stylist Magazine** and **The Telegraph**
- **4 full pages** in The Sunday Telegraph worth **\$150k** free advertising
- **Turned down TV appearances** in the Dragon's Den and press when it didn't feel right for the business

**IN 18 MONTHS I GOT MY START UP FEATURED  
HERE WITHOUT SPENDING A PENNY:**

**Harvard  
Business  
Review**

**COSMOPOLITAN**

THE  
INDEPENDENT

**The  
Guardian**

*Virgin*

The Sunday Telegraph

*Red*

*startups*

THE SUNDAY TIMES  
**STYLE**

**The  
Telegraph**

And this is what I discovered:

Once I was in the media **people started coming to me.**

**Invitations replaced pitching** and I was invited to speak on panels, stages, and podcasts.

**Customers were reaching out to me!**

I was a trusted business and expert.

**You see, every expert out there is a personal brand with a stock value.**

You need to **build trust** and **equity** into your brand from day 1 and **the fastest way to do that is through media.**

When you align your brand with **world-class prestigious media brands** you increase **your worth** in the market and **you can charge more.**

If you don't share your work with the world, you'll only make it so far tapping into your existing network of family and friends for clients.



You'll hit the edge of your network, exhaust your contacts and hit a revenue cap and ceiling.

That's what happened to me!

No visibility -> no new clients -> no new revenue.

So I truly believe now **if you're not in the media you're playing too small.**

True thought leaders get media coverage to **attract clients, credibility and reach**....and the fastest way to do this is through Media.

**The biggest obstacle to experts getting media coverage is insider connections to journalists.**

That's why I set up **The Parlour**, a 9-month Media Mastermind, helping you meet friendly, **World-Class journalists** every month so you can **tell your story with ease and confidence.**

I can't wait to tell you more!

*(But for now here's a picture of us toasting your media achievements when we see you and your incredible work in the media in the next year!).*

**Adela**





**Do you dream of playing bigger and reaching more clients?**

**Do you want to be seen as a trusted expert?**

**Truth thought leaders get media coverage to attract clients, credibility, and reach....**

**and the fastest way to do this is through...**



# **THE PARLOUR**



INSIDE  
THE  
PARLOUR

.....



**WE HAVE 18 WORLD-CLASS  
STORY-HUNTING MEDIA  
PROFESSIONALS  
WORKING WITH US IN 2024  
WHO ARE OPEN TO BUILDING  
A RELATIONSHIP WITH YOU...**





# AMERICAN AND BRITISH TV PRODUCERS, RADIO PRODUCERS, EDITORS, JOURNALISTS...





# WHO PLACE EXPERTS IN THESE PUBLICATIONS

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Forbes

**B B C**

*STYLIST*

The  
Telegraph

INSIDER

TOP  
Santé

**METRO**

platinum

Women's Fitness

PSYCHOLOGIES



Authority  
Magazine

**ANF**  
ATLANTA NEWS FIRST

THE  
WALL STREET  
JOURNAL



**NEWYORKPOST**

INSIDER

**THE FREEPRESS**

**Bustle**

The  
Guardian

**COSMOPOLITAN**

THE   
INDEPENDENT

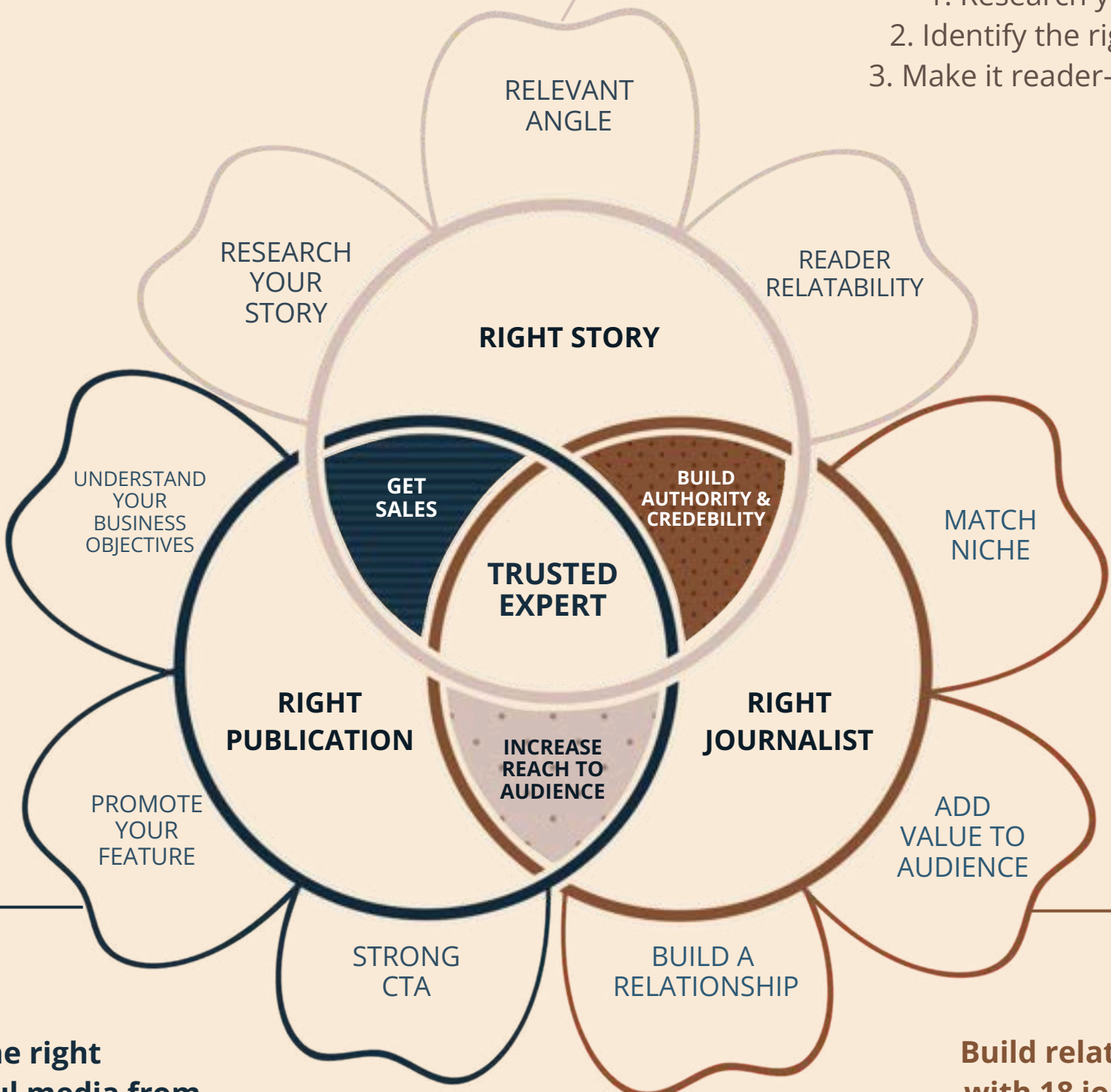
The New York Times

**OVER 9 MONTHS, YOU WILL WORK WITH 18 WORLD-CLASS JOURNALISTS AND TV PRODUCERS TO GET MEDIA COVERAGE, ATTRACT CLIENTS, CREDIBILITY AND REACH. INSIDE THE PARLOUR WE USE:**

**THE MEDIA MASTERY METHOD**

You will develop your media storytelling skills and learn how to:

- 1. Research your story
- 2. Identify the right angle
- 3. Make it reader-relatable



**Get in the right impactful media from day 1 by:**

- 1. Understanding your business objectives
- 2. Promote your feature
- 3. Include strong CTA

**Build relationships with 18 journalists and TV producers in 9 months.**



# THE PARLOUR 2024 STATS

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53

MEDIA WINS  
IN YEAR 1

18

MEDIA  
ROUNDTABLES  
HELD

18

HIGHEST NUMBER OF  
MEDIA COMMISSIONS  
IN 1 MONTH

14

MEDIA  
PROFESSIONALS  
GUESTED

10

HIGHEST NUMBER  
OF MEDIA WINS  
BY A CLIENT

2

NUMBER OF CLIENTS  
LANDING 6-PAGE  
ARTICLES

OUR CLIENTS HAVE  
BEEN FEATURED IN

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Forbes

BBC

STYLIST

The  
Telegraph

INSIDER

TOP  
Santé

METRO

platinum

Women's Fitness

PSYCHOLOGIES



Authority  
Magazine

# TO QUALIFY

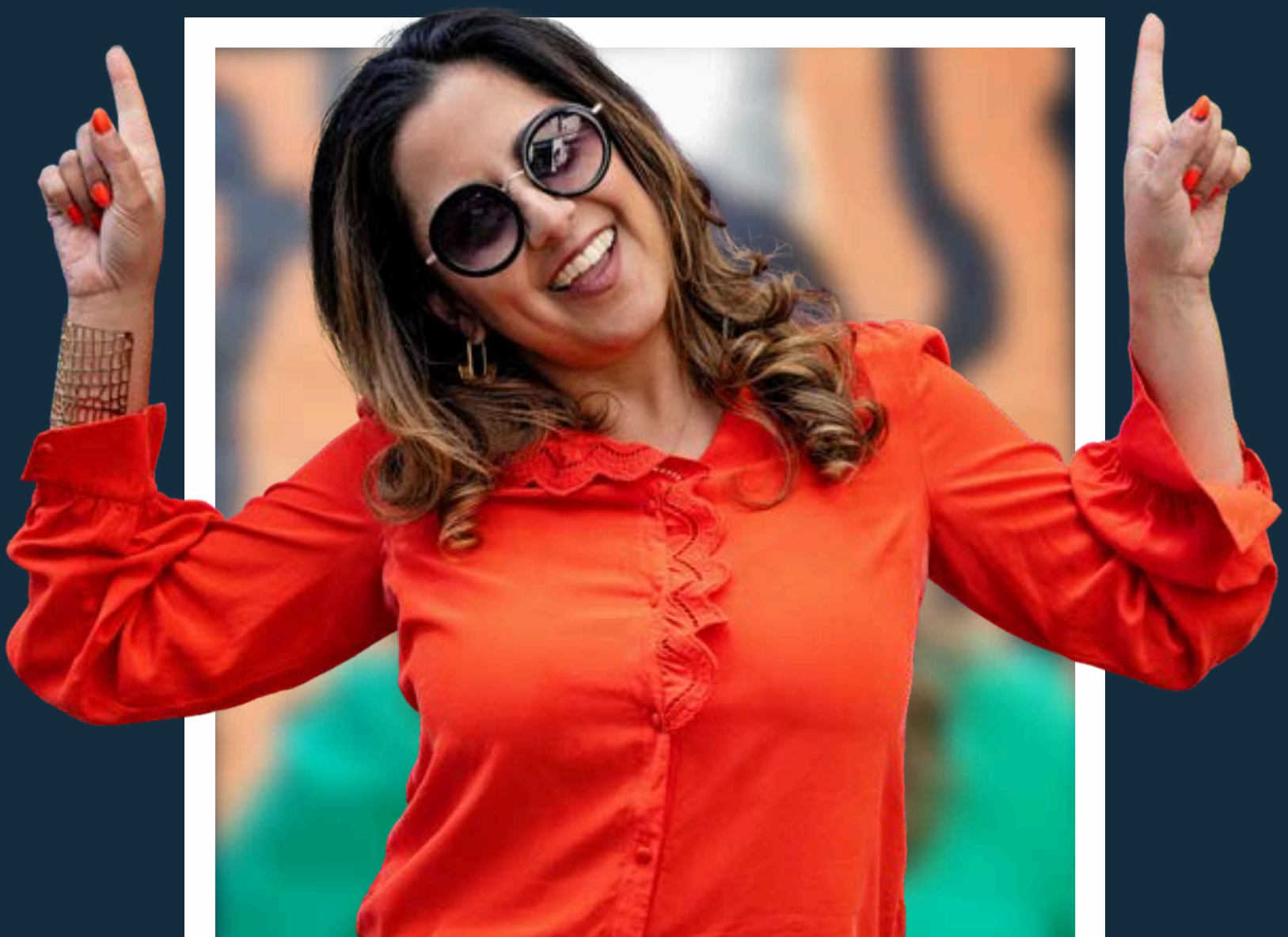
You must be a **QUALIFIED EXPERT** for over 3 years in the **health, wellness, finance, leadership or entrepreneurship industries.**

You are an **Executive Coach** and are an expert in:

Burnout      Communication      Future of Work  
Work Fulfillment      Conflict      women and Money

You are in the **Wellness industry** and are an expert in:

Joy, Nutrition, Grief & Loss, Purpose  
Mental Health, Caregiving, Dating, Trauma  
Weight Loss, Hormones, Fitness, Love & Relationships





# TO QUALIFY

You have a **B2C business** with a **6 TO 7 FIGURE ANNUAL REVENUE**.

You have a **podcast**, a **published book** or a **TED Talk out**.

You **LOVE connection** and dream of **building relationships** with journalists who can help tell your story.

You must be a **liberal, globally-minded business owner** who thrives in diverse communities.

You are **DEEPLY PASSIONATE** about telling your story, representing and disrupting your industry...even your barista knows wtf you do!

You are an **action taker who walks the talk**.





# WHAT HAPPENED TO MY CLIENTS AFTER BEING IN THESE MEDIA FEATURES?

Sarah's media features helped her TED talk land her **1 million views**.



Forbes **BBC** The Telegraph PSYCHOLOGIES  
METRO platinum THE RIVETER **TOP Santé**



Brenda was invited to speak in front of teachers and principals from the **entire state of California**.



The Telegraph METRO **TOP Santé**  
platinum Authority Magazine **KCAA RADIO**





# WHAT CAN YOU GET OUT OF THE PARLOUR?



“

I'm in awe of Adela's work and I'm so grateful for the past 6 months. I'm **truly impressed** with the work she does. She is gifted what she does. She has a way of breaking things down to their simplest parts and has an instinct for how certain headlines and topics will land.

**She is the best of the best!**

- BRENDA WINKLE

”

“

Adela, your work is **truly astounding**. Thank for your knowledge, professionalism and consistency. Thanks to you in 3 months, we've already had to date **six media wins** (and we're just getting started).

**5 star service (and all that with elegance and grace)**

- TALITHA VEE



”

# WHAT CAN YOU GET OUT OF THE PARLOUR?



“

Within 6 weeks of working with Adela, I saw my name in print for the first time in Stylist Magazine which has a **4 million audience reach**.

From a cold pitch on Haro.

**I never thought something like this was possible for me.**

- KJ NASRUL

”

“

One of the huge benefits of the program is the brainstorming sessions we do; learning how to jump on to a news story, and how would we give our angle to a journalist and coming up with really amazing news stories. It's hard to cold pitch to journalists when they're getting hundreds of pitches every day. One of the huge benefits and perks of the programme is that **Adela brings journalists to us, and they trust her.**

And she's built relationships with them over a long period of time.

- SARAH AVIRAM

”





# WHAT CAN YOU GET OUT OF THE PARLOUR?

“



Within these first 2 weeks, **I have never felt so confident that it was the right decision for me.** And the really beautiful part of going through this experience, is that Adela is teaching us is not just for this moment in time but **lifelong skills** that we can use on our own in a million different ways. So if we ended up starting 5 other businesses, we just apply what we're learning here, into those environments. What she's teaching us is truly a skill. I can't even say how passionate I feel about that. Just knowing that I'm only two weeks in and **I already can tell that that's what is happening, this has been absolutely the right choice.**

In the first stages I was nervous and afraid but I was feeling the fear and doing it anyway. What came through the last media workshop was a journalist interview. When I finally ended up on the interview call, I felt so confident this is what I know - my business. I know those things. So even though this is a new environment for me, I am an expert.

If you're thinking about joining The Parlour, you could have some of that anxiety of having never done this before, thinking “how does this apply to me?”, **but we are all already experts in our own business.**

- MEGHAN THOMAS

”

# HERE'S WHAT YOU'D PAY A PUBLICIST TO SUPPORT YOUR BUSINESS.



Traditional PR agents cost anywhere from **\$6000 to \$30,000** a month, usually on a retainer-style contract.

**That's \$72,000 a year for a freelance PR agent or \$360,000 for a top one.**

That's A LOT of money for your small business trying to find their feet and become profitable.

**That's why I created The Parlour.**

**So you can take control, own your own relationships and start getting your business visible in the media and your industry from Day 1.**

## **BUT YOU DON'T NEED TO PAY \$8K TO \$30K PER MONTH...**

*...for business-changing, door-opening, credibility-boosting media features.*

***You can master these life-long skills in THE PARLOUR for far less.***



# SO WHAT'S THE INVESTMENT?

- ✓ 2 x **Monthly Media Roundtables** to meet **World-Class Journalists** for pitch angle critique + suggested ideas
  - ✓ **Monthly Story Lab** for News story group brainstorm
  - ✓ Group Voxer to connect & collaborate with your peers
  - ✓ 1 to 1 Private 60 min intensive with Adela
  - ✓ Access to Pitch Rockstar (worth \$497) and Pitch to Press (worth \$4k)
  
  - ✓ **PAY IN FULL BONUS\* #1:** "Write Your Newsworthy Pitch with Adela" 1 to 1 half-day intensive which includes a bank of 5 story angles you can pitch throughout the year, your Media Strategy and Plan for the year (180 mins ) (worth \$6K)
  - ✓ **PAY IN FULL BONUS #2:** Additional 1 to 1 Private 60 min intensive with Adela (worth \$2K)
  - ✓ **PAY IN FULL BONUS #3:** 1 x 60 min Interview Role play with Adela (worth \$2K)
- 

## OPTION 1

9 monthly payments of  
**\$1997**

OR

## OPTION 2

Pay in Full for \$15k and  
**SAVE \$3k**

**[CLICK HERE FOR YOUR SPOT](#)**

*(Please note this price excludes local taxes specific to your location. This is added when you purchase your plan).*