

*Jennifer Milius*

**MEDIA KIT**

[WWW.JENNIFERMILIUS.COM](http://WWW.JENNIFERMILIUS.COM)



About

Jennifer Milius

**AUTHOR**

**EDITOR**

**COACH**

**PODCAST HOST**

**FOUNDER of TuffFish**

Jennifer Milius is an author and entrepreneur. In addition to writing her own books, she is a developmental editor and coach who supports writers to get their vision out into the world by offering creative input, specific solutions, and encouragement - a reader with an editor's eye and desire for them to be successful.

Jennifer has published seven titles in the *Einstein and Moo* series, which is based on her family's brother and sister tuxedo cats, Einstein and Moo, and most recently, she co-authored *You Know it's a Verb, Right?* which blends personal development, business, and leadership tenets.

Throughout her extensive corporate career of twenty years, she held increasingly challenging leadership roles in process analysis and improvement, project management, recognition program development and implementation, and personnel engagement programs. During that time, she informally coached and mentored individuals in their careers to enjoy more meaningful work and gain increased leadership responsibilities.

Jennifer believes that each of us have something special to offer, but sometimes it takes a leap of faith to be willing to share that gift. Yet, when people are doing what they love, there's a joy that they radiate. Those beliefs come through loud and clear on *The TuffFish Show* podcast, founded by Jennifer Milius - who is also the podcast host. In addition to hosting her podcast, Jennifer has also made guest appearances on *Reading With Your Kids* Podcast, *Speak Up Talk Radio*, and *Creative on Purpose Live!*

Jennifer enjoys spending time with family, yoga, creating delicious food in the kitchen, visiting schools to share her love and knowledge about writing, and listening to music.

# The Story Behind



The TuffFish name was inspired by a conversation with a fellow writer and friend for whom I served as a beta reader for several of her books. The first time she asked me to beta read, I jokingly replied that I would happily be her "fish" and would send her little nudges to "feed the fish" as I would finish chapters and be ready for more. During one of our chats, she told me that I was "one tough fish," because I would offer specific solutions or creative input and gently push her to continue. This not only helped her storytelling but also improved her writing.

My intention was to help her create the best story possible so that she shined.

And it's my intention with other authors too.

Each time you get "unstuck" by brainstorming a story plot for fiction or teasing out how to teach a concept for nonfiction, you feel excited for what's possible and your writing flows even more. When you have a trusted advisor, sounding board and encourager as you write your book, you take the limits off yourself and create something even better than you thought possible because you were receptive to a reader with an editor's eye and desire for you to be successful.

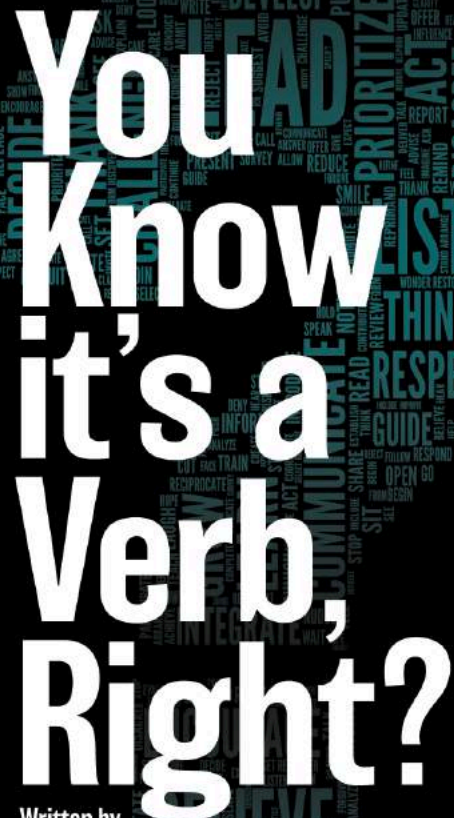
Writing a book can feel extremely vulnerable, but it is worth doing if it's in your heart to do. It means there's someone else who wants to read what you write. I've continued to use "fish" as a term of endearment and would love for you to experience TuffFish too.

So whether you need help with plot or character development, idea conceptualization for either fiction or nonfiction, or overcoming writer's block/imposter syndrome, you have a trusted advisor and mentor as you write your book as well as navigate and lead your business.

In another pond, there is The TuffFish Show, where I feature authors from different genres and businesses, but with one thing in common – they had a message or story they wanted to tell and courageously got out of their own way and made it happen.



# Books by Jennifer Milius



## You Know it's a Verb, Right?

Written by  
Jennifer Milius and Dr. Wayne Applewhite

"Whether you are stepping into leadership for the first time or you've been in leadership for years, there is a lot that you can get out of this book."

"*You Know it's a Verb, Right?*" reintroduces us to the '10 commandments' of basic leadership, in a concise, simple, and imaginative way that makes it a must read for any organization that has more than 2 people."

*You Know it's a Verb, Right?* begins a new discussion with bold, yet simple and timeless concepts about leadership. It demonstrates how leadership must become a verb and positively develop individuals across the leadership spectrum who believe there is more to leadership than meets the eye. Taking you through the tenets of leadership and how a consistent practice that begins with an above reproach moral compass paves the way for leadership growth and development, *You Know it's a Verb, Right?* affirms you can become better leaders, whether you are at the start of your leadership journey or already in a leadership position.

Using everyday language, *You Know it's a Verb, Right?* is a roadmap with real-life examples that helps you bridge the gap between your technical skills and the leadership skills required to successfully guide individuals, teams, and organizations. You will embark on a practice that demonstrates that leadership does not happen because you sat in a semester class or because you are a pioneer in your field. It happens because you prepare for it.

Release Date: February 16, 2021  
ISBN: 978-1735974835

# Press

## ***You Know it's a Verb, Right?***

A roadmap with real-life examples in a time where leadership is so much more than meets the eye. Co-authored by leadership extraordinaires Jennifer Milius and Dr. Wayne Applewhite.

Released in 2021, *You Know it's a Verb, Right?* demonstrates how leadership must become a verb and positively develop individuals across the leadership spectrum in a world that is ever-changing.

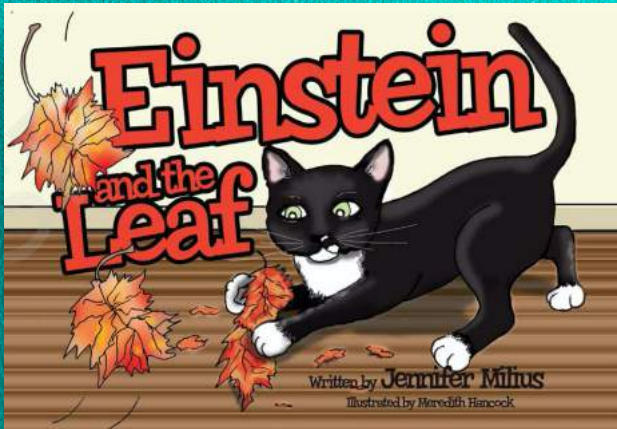
Written by entrepreneur, author, and founder of *The TuffFish Show* podcast - Jennifer Milius and by Dr. Wayne Applewhite, who is the creator of [mindsyncing.com](http://mindsyncing.com) and developer of The "SIP<sup>3</sup>"© Model for strategic thought, the "Environmental Influence Model" for active and passive strategic positioning and learning, *You Know it's a Verb, Right?* quickly became an Amazon bestseller - reaching #1 new release in Educational Leadership.

*You Know it's a Verb, Right?* was written for leaders and future leaders at diverse stages in their lives and careers. Whether just taking on a leadership role or having years of experience as a leader, there is always room for growth and development. Jennifer Milius and Wayne Applewhite deliver a roadmap with real-life examples that helps you bridge the gap between the technical skills and the leadership skills required to successfully guide individuals, teams, and organizations - giving readers the tools to become better leaders.

Readers will embark on a practice that demonstrates that leadership does not happen because you sat in a semester class or because you are a pioneer in your field. It happens because you prepare for it.

# Books by Jennifer Milius

The *Einstein and Moo* series is about two black-and-white, brother and sister kitties who are playful, curious, friendly, and have many interesting adventures.



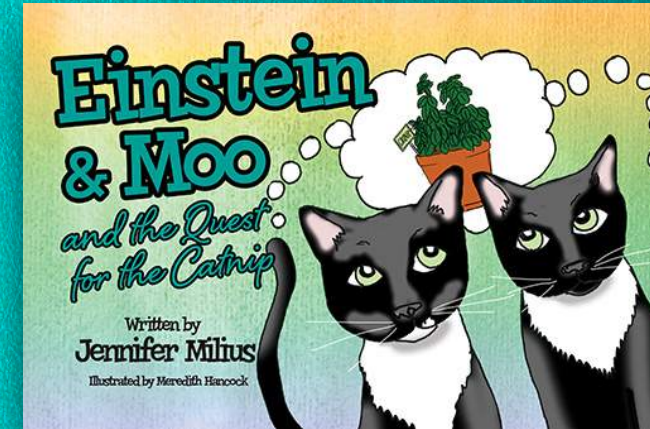
*Einstein and the Leaf* is the first of a series and is about a perfect fall day with children playing outside in the leaves while Einstein watches from inside. When the children come in and a few leaves come along with them, Einstein sees his moment and is ready to play!

Release Date: September 16, 2014



*Moo and the Case of the Mistaken Identity* is the second book of the series and about Moo playing with a little ball that bounces against a glass fireplace when she notices a shadow. Who could this be?

Release Date: November 29, 2014



*Einstein & Moo and the Quest for the Catnip* is about Einstein and Moo's favorite treat, a green leafy plant called catnip. It grows outside, and even though they are indoor kitties, they want to find a way to get outside and have some. This may mean that they have to be creative and help each other, but to them, the treat is worth it!

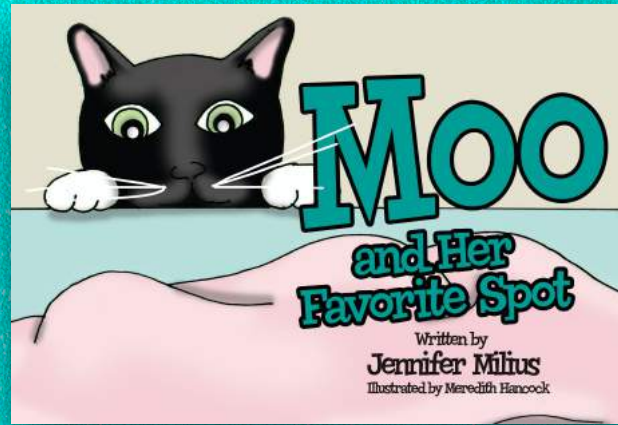
Release Date: April 21, 2015

# Books by Jennifer Milius



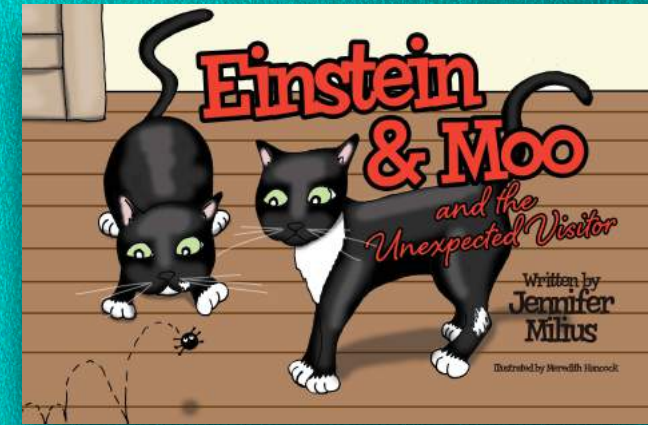
*Einstein and the Snow* is about a perfect winter day with indoor kitty Einstein watching the snow while Daddy is outside working and playing. When Daddy comes in for the day, Einstein sees his moment and is ready to play!

Release Date: March 14, 2016



*Moo and Her Favorite Spot* is about a perfect day when Moo sees her favorite spot available for cuddling and relaxing, yet as the day moves on, she considers that there might be a spot better than the first.

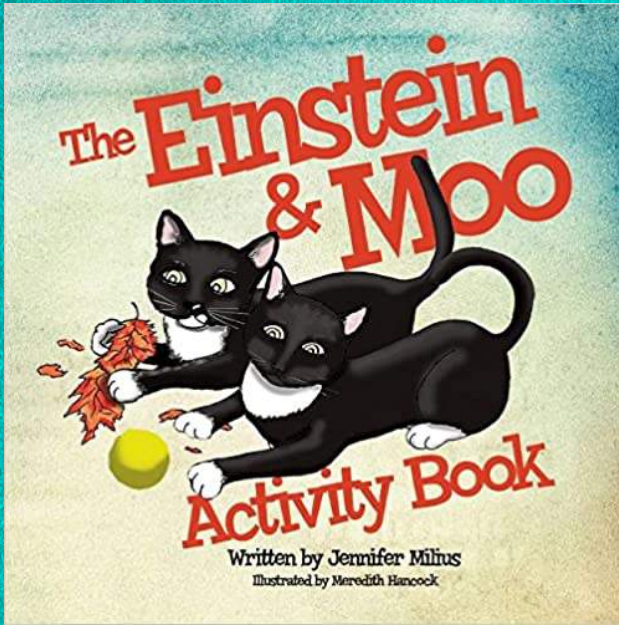
Release Date: September 13, 2016



*Einstein & Moo and the Unexpected Visitor* is about a perfect day when something different inside the house catches Einstein and Moo's attention. Although each kitty has their own way of investigating, they are hopeful they found a friend.

Release Date: August 15, 2017

# What Fans are Saying About the Einstein & Moo Series



Based off of the best-selling children's book series, *Einstein & Moo*, comes *The Einstein & Moo Activity Book* by Jennifer Milius.

Flip through the pages and enjoy crosswords, mazes, write your own story sheets, coloring, and so much more!

Hours of fun and education for your children and for cat lovers alike.

Release Date: September 15, 2015

Available through  
[www.JenniferMilius.com](http://www.JenniferMilius.com)

My son is a HUGE fan of the *Einstein and Moo* books. He was a bit older than the average reader, but met the author at a book signing and "had to have" her books. He is now 8 and still requests to read them at bedtime. We were recently at a store where feral cats were roaming outside, and he asked me to catch a kitten because it looked just like Moo. (I did not oblige him!) I've recently purchased signed copies of the *Einstein & Moo series* for my 3-6 year old nieces and nephews as stocking stuffers. These books are charming!

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A cute and engaging story for youngsters! I particularly liked how well the pictures matched the rhyming text. Nice to read aloud.

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This is an excellent book for little ones to read along and alone. The pictures tell the story very well, so nonreaders will also be able to enjoy the story.

All in all if I had a child ages 0> I would get this book for them. I also would not hesitate to buy other books by this author. Her writing style is short and sweet. She's able with few words to get the readers attention, and in combination with the illustrations, it makes for an excellent combination.



# Author Visits

## Encouraging Young Readers



I love encouraging young readers to use their imaginations and embrace their uniqueness while sharing my writing process.

Speaking with over 5,000 elementary school students in the past couple of years, I have witnessed firsthand the joy and enthusiasm children have when they can see what's possible and realize that someone other than their parents and teachers told them that they matter and can do great things. Whether it's the idea that they can have a business, write a book, illustrate a book, or do something that they dream of doing, a school visit helps to show the writing process and inspire creativity and possibility, but even more importantly, it bolsters the child's esteem.

Assemblies for grade levels K-2 are 30 to 45 minutes and include:

ENCOURAGING - Talking with students about finding their own voice – “Why fit in, when you can stand out?”

SHARING - Sharing my writing process, the stories behind the books, along with pictures of the real life Einstein and Moo

READING - Reading two of my published books based on the adventures of my real life kitties, Einstein and Moo

Allow time for Q/A after the presentation

For grades 3-5 would be modified to have one reading instead of two.

# Testimonials

"Your presentation was amazing. You knew just how to engage the students by having them make connections before reading, grab their attention by using your management technique (I say "Einstein", you say "Moo), and make them giggle (with the adorable pictures of the real Einstein and Moo)!...All of my students adore the sweet way you write about your cherished and animated cats. The individual personalities of each kitty shine throughout the book(s). My students are currently learning about characterization and your books lend themselves perfectly to my teaching."

With sincere adoration,

Heather Waild  
1st Grade Teacher + Chesapeake Reading  
Council, Past President

"Warm, personable, and very engaging speaker.."

"On January 31, 2017, Jennifer Milius visited Court Street Academy, a small private school in Portsmouth, Virginia, where she gave a presentation to grades K3 through 2nd. The children were delighted to hear all about the author's kitties, Einstein and Moo. Ms. Milius is a warm, personable, and very engaging speaker, and the children adored her. Besides reading them two of her books and showing slides and videos of the real-life Einstein and Moo, she also allowed plenty of time for questions from her eager young audience.

As the librarian at Court Street Academy, I am all about anything that will spark children's interest in books and help them to develop an eagerness for and love of reading. Having Ms. Milius come and give such a wonderful presentation certainly did just that! By the next afternoon, every Einstein and Moo book had been checked out by young readers whose enthusiasm for reading had been given a boost due to the opportunity to meet a genuine author who interacted so well with them."

Jeannie Barrow  
Court Street Academy Librarian

*"She was the book's fairy godmother with magical pixie dust."*

# Contact

To schedule school visits, interviews,  
and other speaking engagements or events,  
please contact:

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