



JOEL EPSTEIN IS THE ONLY PERSON IN AMERICA who dares to  
talk about one terrifying three letter word.....

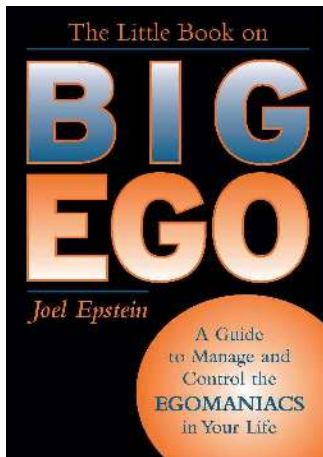
## EGO



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**Joel Epstein's new book reveals his 10 *FRICTION FACTORS* to manage and control  
the EGOMANIACS in your life**

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*The Little Book on Big Ego* is a must read for anyone affected by big egos – that’s everyone! You’ll learn ten invaluable Friction Factors that allow you to manage, calm, and control all the egomaniacs in your life.

You’ll instantly recognize yourself in the situations Joel describes because all are everyday occurrences. You’ll laugh with familiarity as you read how to tame the Ego Monsters we all face, and you’ll see

how you can turn a potentially disastrous situation into a positive result by following the strategies Joel has mastered after interacting with thousands of people in stressful situations.

*The Little Book on Big Ego* is packed full of information that you’ll continue to refer to when faced with challenges where ego is a driving force. This book will forever change the way you interact with your family, friends, business colleagues, and even total strangers.

Joel’s view on the subject of Ego is unique in that he knows that everyone’s Ego is the same size and shape. An Ego is a ball of energy that is affected daily, hourly, even minute-to-minute, by different factors that hit the ball of energy to create friction. This friction can be positive or negative.

Joel will show you how to manage your ego and keep it fit, strong, and productive. You’ll also learn that when you manage your ego, controlling and managing the potentially destructive egos around you becomes simple and natural.

# Joel Epstein – Media Experience

## Television Interviews

- June 26, 2007 – [Access Hollywood](#) (NBC), Nationally Syndicated 📺
- June 26, 2007 – [KTLA Morning Show](#) (KTLA - CW), Los Angeles
- March 20, 2007 – [God Squad](#) (WLNY-TV), New York
- Feb. 27, 2007 – [Sonoran Living](#) (KNXV – ABC), Phoenix 📺
- Jan. 29, 2007 – [Fox 5 Morning News](#) (WTTG), Washington, DC 📺
- Jan. 11, 2007 – [CNN Showbiz Tonight](#) (CNN Headline News, 11pm), National 📺
- Jan. 11, 2007 – [Fox and Friends](#) (FNC, 7:50am), National 📺
- Dec. 29, 2006 – [Fox 5 Morning News](#) (KVVU, 7-8am), Las Vegas 📺
- Dec. 22, 2006 – [The 10! Show](#) (WCAU-NBC, 10-11am), Philadelphia 📺
- Dec. 21, 2006 – [Fox 4 Morning News](#) (KDFW), Dallas 📺
- Dec. 19, 2006 – [Fox 26 Morning News](#) (KRIV), Houston 📺
- Dec. 7, 2006 – [KTLA Morning Show](#) (KTLA - CW), Los Angeles 📺
- Dec. 1, 2006 – [Arizona Midday](#) (KPNX – NBC), Phoenix 📺
- Nov. 1, 2006 – [AM Northwest](#) (KATU-ABC), Portland, OR 📺
- Oct. 18, 2006 – [The Bay Area Today](#) (NBC-11), San Francisco 📺
- Oct. 18, 2006 – [The View from the Bay](#) (KGO-ABC), San Francisco 📺
- Oct. 16, 2006 – [Fox 5 Morning News](#) (WTTG), Washington, DC 📺

## Magazine Articles

- July 30, 2007 – [Who Has The Bigger Ego?](#), US Weekly pg. 70
- April 9, 2007 – [JT's Bratty Interview?](#), US Weekly pg. 105
- March 12, 2007 – [Are Britney's Endorsements in Danger?](#), Star pg. 46
- Jan. 8, 2007 – [Trump vs. Rosie – It's War](#), US Weekly pg. 67

## Internet Articles

- June 4, 2007 – [Personality Pointers: How to get along with coworkers](#), RT Image
- April 9, 2007 – [What Your Fights Say About Your Relationship](#), Babyzone.com
- April 2, 2007 – [Stop Nodding and Ask](#), SellingPower.com



The Ego Show is a fun-filled informative show where Joel teaches people how to deal with the out of control egos in their lives, manage their own egos, and handle conflict in many different situations. You can listen to the show at [www.theegoshow.com](http://www.theegoshow.com).



## Radio Interviews

- October 3, 2007 – *Richard and Lori in the Morning* (ABC Radio Network - 7am EST), Nationally Syndicated
- September 19, 2007 – *Richard and Lori in the Morning* (ABC Radio Network - 7am EST), Nationally Syndicated
- August 29, 2007 – *Richard and Lori in the Morning* (ABC Radio Network - 7am EST), Nationally Syndicated
- August 21, 2007 - *Winning in Business* (WOR, 11:20am) New York City
- July 31, 2007 – *Richard and Lori in the Morning* (ABC Radio Network – 7am), Nationally Syndicated
- July 18, 2007 – *The Good Life Show* (Sirius Satellite Radio, 1:15 pm), National
- July 3, 2007 – *The Opening Bell* (WJXA-FM, Mix 92.9 – 8:30am), Nashville
- June 27, 2007 – *Wake Up America with Pat Gorman* (Free Market News Network), Nationally Syndicated
- June 27, 2007 – *Richard and Lori in the Morning* (ABC Radio Network – 9am), Nationally Syndicated
- June 15, 2007 – *Mix Morning Show* (WJXA-FM – 10:00am) Nashville
- June 15, 2007 – *KTRH Morning News with JP and Lana* (KTRH-AM – 11:00am), Houston
- May 22, 2007 – *Shauna Rae Show* (Newstalk 1290 - 11:05am), London, ON
- May 14, 2007 – *Health Matters* (CHML - 12:15pm), Hamilton, ON
- May 14, 2007 - *The Morning Start-Up on LiVE 88.5* (LiVE 88.5 - 9:30am), Ottawa, ON
- May 11, 2007 - *The Morning Start-Up on LiVE 88.5* (LiVE 88.5 - 9:30am), Ottawa, ON
- May 9, 2007 – *Windsor Now* (CKLW AM 800 - 3:45pm), Windsor, ON
- May 8, 2007 – *Edmonton's Modern Rock* (SONiC 102.9 - Noon), Edmonton, AB
- May 8, 2007 – *The John Moore Show* (Newstalk 1010 CFRB - 4:30pm), Toronto
- May 8, 2007 – *Nighthawk* (CJOB - 10:10pm), Winnepeg
- May 7, 2007 - *Mookie & Lea in the Morning* (New Country 95.3 FM - 8:20am), Toronto
- May 7, 2007 – *Andrew Carter Morning Show* (Newstalk 800AM - 8:40am), Montreal
- May 7, 2007 – *Wendy Daniels Drive Home Show* (106.9 The Bear - 1pm), Ottawa, ON
- April 24, 2007 – *Give and Take with Gary Mantz* (1160AM KKNW - Noon), Seattle
- April 23, 2007 – *The Ugly Truth About Business* ([www.businessradio1160.com](http://www.businessradio1160.com) – 10:30am)
- April 9, 2007 - *The Maria Sanchez Show* (KKZZ 1590AM - 7:05am), Ventura, CA
- April 6, 2007 – *Afternoon Drive* (WCMY - 1430 AM – 5:45pm), Ottawa, IL
- April 5, 2007 - *The Morning Sickness* (95.7 The Rock - 7:00am), LaCrosse, WI
- April 5, 2007 - *The Morning Show w/Fred & Pam* (1480 AM - 7:15am), Canton, OH
- April 5, 2007 - *The Michael Dresser Show* (Lifestyle TalkRadio), Nationally Syndicated
- March 28, 2007 – *The Jesse and Shotgun Bonus Hour* (92.5, The Wolf – 9:20am), Denver
- March 15, 2007 – *Delmarva Talk* (WCEM-AM – 4:45pm), Cambridge, MD
- March 13, 2007 - *Richard & Lori in the Morning* (ABC Radio Network), Nationally Syndicated
- March 6, 2007 - *Don Weeks & the WGY Morning News* (WGY AM - 9:30am), Albany, NY
- March 6, 2007 – *Tucson's Morning Show with Jim Parisi* (KNST-AM - 7:50am), Tucson, AZ
- March 2, 2007 - *The Morning Meeting* (WCMY - 1430 AM - 11:20am), Ottawa, IL

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- March 2, 2007 - *Dishin' with the Divas* (WWHO 1320 AM – 9:40am) Hornell, NY
- March 1, 2007 - *The New 55KRC Morning Show with Brian Thomas and John Phillips* (WKRC-AM - 8:05am), Cincinnati
- Feb. 22, 2007 - *Kansas City's Morning News with John Dempsey and Ellen Schenk* (News Radio 980- KMBZ - 7:40am), Kansas City, MO
- Feb. 21, 2007 - *Call Flow* (WFLO 870AM – 8:20am), Farmville, VA
- Feb. 07, 2007 - *The Michael Dresser Show* (Lifestyle TalkRadio Network - 4:30pm EST), Nationally Syndicated
- Feb. 07, 2007 - *Mid-Morning America* (KBIZ - 1240 AM - 8:45am), Ottumwa, IA
- Feb. 05, 2007 - *Breakfast Club with Steve and Bob* (KWAY-AM - 9:10am), Waverly, IA
- Feb. 02, 2007 - *First and Foremost* (WTBQ 1110 AM - 12:30pm), Warwick, NY
- Jan. 30, 2007 - *The Doc and Johnny Morning Show* (XL 106.7, WXXL - 8:20am), Orlando
- Jan. 26, 2007 - *The Jan Mickelson Show* (WHO-1040 AM- 10:00am), Des Moines, IA
- Jan. 24, 2007 - *Steve Hexom Morning Show* (KBUR 1490AM – 9:07am), Burlington, IA
- Jan. 24, 2007 - *Richard and Lori in the Morning* (ABC Radio Networks - 9:00am), Nationally Syndicated
- Jan. 24, 2007 - *KQ Morning Show* (92 KQRS FM – 7:40am), Minneapolis
- Jan. 23, 2007 - *JR and Sharon in the Morning* (WFHN-FM - 8:35am), Providence, RI
- Jan. 19, 2007 - *KXL Morning Show* (NewsRadio 750 KXL – 6:40am), Portland, OR
- Jan. 16, 2007 - *The John Noland Show* (KWAH – 1080AM – 8:10am), Honolulu
- Jan. 12, 2007 - *The Jim Buchanan Show – Part 1 – Part 2* (WICC Radio - 10:30am), Bridgeport, CT
- Jan. 12, 2007 - *Daybreak* (USA Radio Network – 7:05am), Nationally Syndicated
- Jan. 11, 2007 - *Kelsey Hill* (American Urban Radio Network - 1:00pm), Nationally Syndicated
- Jan. 11, 2007 - *Jim Conlee Show* (KQXT-FM - 9:50am), San Antonio
- Jan. 10, 2007 - *The Ride Home* (NewsRadio 850 KOA - 4:10pm), Denver
- Dec. 21, 2006 - *South Florida's First News with Dave Lamont* (WIOD-AM), Miami
- Dec. 21, 2006 - *The First Word with Andrew Colton* (KTLK-AM), Minneapolis
- Dec. 21, 2006 - *Tucson's Morning Show with Jim Parisi* (KNST-AM), Tucson
- Dec. 21, 2006 - *KTRH Morning News with JP and Lana* (KTRH-AM), Houston
- Dec. 21, 2006 - *Public Affairs with Bob Salter* (WFNY-FM), New York
- Dec. 21, 2006 - *The Opening Bell* (KYW-AM), Philadelphia
- Dec. 21, 2006 - *The Morning Show with Jim Scott* (WLW-AM), Cincinnati
- Dec. 16, 2006 - *WBT Morning News Weekend Edition* (WBT – AM/FM), Charlotte
- Dec. 12, 2006 - *The John Noland Show* (KWAH – 1080AM), Honolulu
- Nov. 27, 2006 - *Late Night Counsell – Part 1 – Part 2* (580 CFRA Radio), Greely, Ontario, Canada
- Nov. 27, 2006 - *The Morning Show* (KCVM Radio), Cedar Falls/Waterloo, IA
- Nov. 25, 2006 - *Don on the Weekend* (WLPO 1220AM), LaSalle, IL
- Nov. 22, 2006 - *The Jim Buchanan Show – Part 1 – Part 2* (WICC Radio), Bridgeport, CT
- Nov. 7, 2006 - *The Morning Show with Val, Steve and Rick* (KKID), Rolla, MO

- Nov. 2, 2006 – [The Morning Blend](#) (KOLE – Fox News Radio), Beaumont, TX 
- Oct. 20, 2006 – [The Maxwell Show](#) (Cleveland's Rock Station-100.7 WMMS)
- Oct. 16, 2006 – [The Maria Sanchez Show](#) (The Connection-1590AM), Ventura, CA
- Sept. 30, 2006 – [The Rick Fowler Show](#) (WMAL-ABC Radio), Washington, DC
- Sept. 23, 2006 – [Taking Care of Business](#) (WMAL-ABC Radio) Washington, DC 

## **FUN FACT ALERT: SEND THE BOOK TO ANYONE ANONYMOUSLY THROUGH [JOEL'S WEBSITE](#)**

**The Little Book on Big Ego** is making an impact at the University level. In early October 2007, Joel traveled to the [University of Richmond's Robins School of Business](#) and gave three presentations to MBA and Undergraduate students studying Organizational Behavior. The students were assigned to read the book and then respond to a specific case study using techniques they'd taken away from reading the book. Joel had a great time and enjoyed hearing the perspective of college students. He received a lot of positive feedback and has been asked to return in the spring.

### **Speaking Engagements**

(partial list)

[University of Richmond's Robins School of Business](#)

[University of Toronto](#)

[Council of Alumni Association Executives](#)

[Countrywide Home Loans](#)

[New England Life Insurance](#)

[Wells Fargo Bank](#)

[Walter Sanford's Mastermind Event](#)

[HSI](#)

[First Magnus Financial Corporation](#)

[Cresa Partners](#)

[Long & Foster Real Estate](#)

### **Your Audience Will Learn**

**Joel Epstein's 10 Friction Factors to Unleash the Power of Your Ego  
...and Control Theirs.**

- Friction Factor #1:** *All Friction is Good*
- Friction Factor #2:** *Beware of People with No Elbows*
- Friction Factor #3:** *Always Know Where the Finish Line Is*
- Friction Factor #4:** *Don't Return Fire*
- Friction Factor #5:** *Give 'Em A Cookie*
- Friction Factor #6:** *One Up Is Really One Down*
- Friction Factor #7:** *Correct the Action, Not the Person*
- Friction Factor #8:** *Kill the But Man*
- Friction Factor #9:** *The A Line*
- Friction Factor #10:** *The E Triangle*

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## TOPICS:

Ego in: Building Relationships, parenting, school, business, marketing, sales, training, managing, negotiating, sports...and life.

### Workplace

#### Teaching Points:

- Why virtually every inter-office personnel problem happens because someone's ego has gotten in the way.
- How to assuage your boss's ego and use compliments to turn any argument in your favor.
- Why the first step to controlling someone else's ego is keeping your own in check.
- Ego can lead you to great success or heart breaking failure.
- How to keep your ego in check while effectively managing your employees.
- Dealing with egomania with your co-workers.
- How to keep egos under control during debate and negotiation.

#### Interview Questions:

1. What role does the Information Traffic Cop play when having a discussion at work?
2. What are some techniques for dealing with Egomaniacs?
  - Always Know Where the Finish Line Is.
  - Don't Return Fire.
  - Give 'Em A Cookie.
3. Who is the person with No Elbows?
4. Who is this "But Man" I've been hearing about, and why would I want to kill him?
5. What do you mean when you say, "Stop nodding your way through life?"
6. Why is Friction always good?

### Parenting

#### Teaching Points:

- Ego Monster kids are made, not born.
- Don't praise kids when it's not deserved.
- Take responsibility for what your kids say and do.
- Realize kids need to know the reasons why something is unacceptable, not just that it's wrong.
- All kids will have Ego Flares; good communication will help the situation from getting out of control and turning into an Ego Fire.

#### Interview Questions:

1. Why is The Little Book on Big Ego a great resource for parents?
2. Why do you say Ego Monster kids are made, not born?
3. What are the concepts parents need to know to help kids grow up with healthy egos?  
\*Praise \*Responsibility \*Why

4. Why is it important to only praise your kids when they deserve it?
5. Why is it crucial to take responsibility for what your kids say and do?
6. Why do kids need to know the reasons why something is unacceptable, not just that it's wrong?
7. When a parent collides with an Ego Monster kid, what are the most important things parents need to remember for a positive outcome?

## **Relationships**

### **Teaching Points:**

- How to know if you're in a relationship with an Ego Monster.
- How to know if your relationship with an Ego Monster is worth working on.
- How to avoid making assumptions about what your partner is saying.
- By changing your communication style, you can learn to stop bickering, misunderstandings and even full-blown arguments.

### **Interview Questions:**

1. Who is the Information Traffic Cop and why is s/he so important when having a discussion with a loved one?
2. Why does it seem a lot of people are more defensive toward their loved ones?
3. What are important things to remember when having a disagreement with a loved one?

## **Entertainment/Celebrities**

### **Teaching Points:**

- The celebrity ego factor – what goes into creating the biggest and baddest egos in the country?
- Why constant media attention can turn small Ego Flares into huge out-of-control Ego Fires.
- Seeing how celebrities handle situations can teach you what **not** to do.

### **Interview Questions:**

1. Are celebrities predisposed to have “big” egos?
2. Why do you say having a “big” ego is not necessarily a bad thing?
3. Are people with “big” egos more likely to become famous?
4. Are we harder on celebrities when they act out then we'd be on a “normal” person who exhibited the same behavior?
5. What's the best way to diffuse a celebrity feud?
6. Why does America have problems with egomaniac celebrities, athletes and executives?

**Additional questions available upon request**

## Joel will:

- Bring your audience interviews, stories, and topics that are creative, strategic, and offer unique solutions to problems that affect them and their loved ones.
- **Tell stories that every person can relate to in a compelling, interesting, and humorous way that leaves people laughing while they are learning.**
- Always be flexible and adjust his topic and format to suit your needs.
- **Tie interviews, story ideas, and content to issues that are in the news and of interest to your listening audience.**
- Come prepared – we do our homework by understanding who your audience is and what they want to hear.
- **Be available on short notice. We're easy to get a hold of if you need Joel for a last minute guest, story or interview.**
- Travel to you.

## Joel Epstein Bio

Joel Epstein is the author of *The Little Book on Big Ego*, as well as the founder and CEO of Friction Factor, Inc. Through Friction Factor, Joel holds training, sales, management, and leadership seminars and workshops for diverse corporations throughout the United States. Joel has been speaking and holding these career and life changing events for over 12 years. In this capacity, he has learned that controlling ego - yours and others - is the foundation for a successful life, both personal and professional.

Joel's view on the subject of Ego is unique in that he knows everyone's Ego is the same size and shape. An Ego is a ball of energy that is affected daily, hourly, even minute-to-minute, by different factors that hit the ball of energy to create friction. This friction can be positive or negative.

After graduating from Tulane University, Joel started and successfully operated two restaurants in New Orleans. Joel then entered the highly competitive mortgage industry. His responsibilities included recruiting, training, and motivating loan originators, marketing executives and support staff. In addition to his management responsibilities, Joel became a top producer in the industry almost immediately. He won several industry awards and was often asked to share his vision and strategies with others in his company. Soon competitors came looking for the same advice and insight thus beginning Joel's career as a speaker, seminar, and workshop leader.

Joel quickly realized the vast majority of lost accounts, of sales not made, of management problems, of failed careers, and of damaged relationships (both business and personal) were not based on policies, strategies or tactics, but instead on Ego. He realized that success depends much less on the unique requirements of a specific situation, than on the ability of people to work together to achieve a common goal. This is attained by controlling the potentially destructive egos that are encountered. Many speakers talk about leadership and "playing together nicely," but Joel is unique in focusing not on the symptoms, but the causes.

Joel has appeared on numerous radio and television programs in the U.S. and Canada discussing ego, including nationally on CNN, Fox, Access Hollywood, NBC, ABC, CW, Sirius Satellite Radio, ABC Radio Network and USA Radio Network discussing ego. Producers, anchors and hosts rave about his ability to connect with the audience. They always say they wish they had more time to talk with Joel and invite him back to their shows. Joel has years of experience dealing with out-of-control egos in stressful situations and has learned that understanding EGO is the key to a successful life.

## A SUMMARY OF JOEL'S EGO PHILOSOPHY

**Ego** is the foundation for tremendous achievement, success, and leadership.

**Ego** is the cornerstone of deals not closed, ruined relationships, and failed careers.

**Ego** can be your strongest ally, or your worst enemy.

Strong, healthy egos build careers, businesses, and lives. Inflated, out of control egos will destroy it all. Everyday there are pivotal moments when you can turn a potentially disastrous ego situation (Negative Friction) into a positive and successful result (Positive Friction) just by recognizing and understanding the Friction Factor that's at play. We teach everyone from the receptionist to the CEO how to effectively and compassionately deal with other people's egos, and most importantly, how to deal with their own egos.

Virtually every inter-office personnel problem up to, and including, failed business deals, is due to someone's ego "getting in the way." When the *Ego Monsters* and their flaming egos are controlled, business is more efficient and profitable. People at every level are happier, and much more successful. Controlling the Ego Monsters starts with controlling your own ego.

"Friction Factor," "Ego Monster," "Kill the But Man," "But Man," "Ego Flare,"  
"Ego Fire," "Information Traffic Cop," "All Friction is Good," "People With No  
Elbows," "Always Know Where the Finish Line Is," "Don't Return Fire,"  
"Give 'Em A Cookie," "One Up is Really One Down," "E Triangle," "A Line," and  
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