

# Shop Smart **GIVE MORE**



By The Gift Therapist

*Jennifer Melnick Carota, MS, LPC*

Media Kit 2008

# Shop Smart GIVE MORE

**THIS HOW-TO SHOPPING GUIDE WILL TEACH YOU  
HOW TO SHOP LIKE A PRO SO THAT YOU MAY**

- \* **GIVE MORE TO YOURSELF**
- \* **GIVE MORE TO THE ONES YOU LOVE**
- \* **GIVE MORE TO YOUR COMMUNITY**

**JENNIFER SHARES HER SECRET SHOPPING AND GIFTING STRATEGIES THAT INCLUDE:**

- \* **HOW TO ESTABLISH A REALISTIC BUDGET AND STICK TO IT**
- \* **HOW, WHEN AND WHERE TO SHOP FOR THE BEST BARGAINS**
- \* **AFFORDABLE GIFT IDEAS FOR EVERY OCCASION UNDER \$15**
- \* **HOW TO "DO GOOD" IN YOUR COMMUNITY WITH THE MONEY YOU SAVE**

## The Gift Therapist

Combining her expertise as a licensed mental health counselor and reformed shop-a-holic, Jennifer Melnick Carota developed the Shop Smart GIVE MORE movement to inspire others to make a difference throughout the world by GIVING MORE to people and organizations that they feel passionate about...one shopping spree at a time!

# The Message Behind the Movement

## Shopping for Change \$\$\$

### Learn How to Change the World by Shopping Smart and GIVING MORE!

Imagine walking through your favorite retail store and the perfect gift for someone you love jumps right out at you. You run to the item, only to be immediately discouraged by the seeing the high price tag. With so many people to buy for you realize you can never afford to give such an expensive gift to one person. Your joy is immediately snuffed and your desire to give the perfect gift is now a memory. How you wish that you could afford to give the perfect gift just this once!

Eyes filled with tears, you contemplate charging it on your credit card. You can't bear the thought of another year of giving gift cards and entertainment books! But you promised yourself you wouldn't charge any gifts this year. While you debate with your conscience, a shining smile and sweet voice breaks your internal argument. "Hi, my name is Jennifer and I am the Gift Therapist. I have something really special to show you!"

Like a superhero, the Gift Therapist grabs you by the arm and whisks you into corners of the store that you have never seen. With lightening pace and a twinkle in her eye she reveals mountains of merchandise 50, 75 and 90% of the retail price, all the while coaching you on how to nurture your own "bargain vision" powers. Now you can go back and buy that perfect gift that you saw earlier because you only spent a fraction of your shopping budget! Is this a dream come true?

There is just one small catch. The Gift Therapist requests a small favor. With warmth and urgency the Gift Therapist makes a plea. This time, her eyes fill up with tears. She encourages you to do something really meaningful with some of the money that you saved. She explains that sometimes a donation of \$10 can change the life of an individual, a family and a community. Imagine the potential of your small gift to produce positive effects that will branch outward throughout the entire world. Suddenly, you truly understand what the Shop Smart GIVE MORE Movement is really all about and you want to be a part of it! It's contagious! Awestruck, you realize that you have now become a shopper with a higher purpose. And that feels really good!

After an afternoon of bargain hunting with the Gift Therapist you will have learned:

- How to buy more gifts with less money
- How to prioritize your gift giving so that you may give more thoughtful gifts to the ones that you love
- How to do great things in the world with the money you save

Shop Smart GIVE MORE. It's easy, it's important, and it's absolutely necessary if we want to see real change in this world. After all, they say real change starts at home. Why not start with your own?



**The Gift Therapist: Jennifer Melnick Carota**



# Jennifer's Biography and More

Combining her expertise as a licensed mental health counselor and reformed shopaholic, Jennifer Melnick Carota developed the Shop Smart GIVE MORE Movement to use both her personal and professional expertise to help people improve their lives and their community one shopping spree at a time.

## The Local Celebrity

Jennifer Melnick Carota is playfully known throughout the Pittsburgh region as the Rachel Ray of shopping! Appearing as the Gift Therapist, Jennifer has been featured on Pittsburgh television including WTAE news and the Jennifer Antkowiak show. Jennifer has also been a featured motivational speaker at colleges and community events throughout Southwestern Pennsylvania since 2002.

## The Entrepreneur

A graduate of Washington and Jefferson College and California University, Jennifer started her career as a professional therapist and behavioral-health marketing executive. In 2006 she founded and incorporated BHRS Resources and Consulting to assist nonprofits and corporations with their employee development and training needs. In 2007 the company expanded focus to include program evaluation services for organizations wishing to measure their impact upon the clients and communities they serve.

## The Community Champion

Jennifer currently serves as the Director of the Schooner Youth Center in Monessen, Pennsylvania. As a full-time Director with part-time pay, Jennifer has chosen this organization as her signature charity, donating both her time and passion for this project on a daily basis. A portion of the proceeds from "Shop Smart GIVE MORE" will be donated directly to the Schooner Youth Center's Black Pants Project to ensure the ongoing operations of this necessary and timely program designed to support struggling women and girls get a leg up in the workforce.

## The Girl Next Door

Jennifer and her husband Robert currently reside in Belle Vernon, PA with their three four-legged children: Max, Georgie, and Snickers. As a family, Jen and Bob enjoy shopping, traveling, cooking and laughing together as often as possible. Robert, a computer genius, is primarily responsible for the programming and development of theGiftTherapist.com as well serving as Jennifer's primary source of moral support and daily inspiration.

# **JENNIFER MELNICK CAROTA**

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## **ACCOMPLISHED EXECUTIVE ~ NON-PROFIT SECTOR & BUSINESS CONSULTANT**

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### **EXECUTIVE SUMMARY**

Dual-degreed, well-respected, and articulate corporate executive with substantial contributions to society and numerous career successes within the Social Services, Non-Profit, and Consulting arenas. Proficient in the creation, development, and promotion of comprehensive plans and programs that enhance the health and vitality of community members. A visionary leader with exceptional relationship management capabilities. Continually stays abreast of latest trends, issues, and practices impacting our communities at large. Persuasive and passionate public speaker, writer, and trusted advisor/consultant to support program development for the betterment of society. Broad-based background in operations and project management; financial administration and budgeting; and, staff training and development. Active member of many supportive agencies and organizations and recipient of multiple career awards and accolades. Analytical and detail-oriented with superior report writing, grant writing, and funding skills. Computer proficiency and technologically savvy to apply the latest software, programs, and equipment to enhance business operations. Intuitive, innovative, creative, and highly motivated to meet desired corporate results.

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### **EDUCATION AND CERTIFICATION**

#### **Master of Science: Business and Industry Counseling**

California University of Pennsylvania, 5/1995

#### **Bachelor of Arts: Psychology**

Washington and Jefferson College, 5/1992

#### **Professional Development:**

Continuing Education: Overview of Employee Assistance Programs, Univ. of Pittsburgh

National Board Certified Counselor, NBCC, Greensboro, NC

State of Pennsylvania Licensed Professional Counselor

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## Interview Topics

- How when and where to find the best bargains
- How to set an annual gifting budget
- Things you must do before you shop
- How to buy and sell on eBay with confidence
- Consignment style for the Diva in you
- Creative gift ideas that will “Wow” the recipient for under \$20
- Are you addicted to shopping? Help for the compulsive shopper
- How to make a difference in your community with the money you save

## Interactive Ideas

### Studio Based:

- “Ask the Gift Therapist” (Gift ideas, charitable giving advice, online shopping)
- Need a makeover? How to revamp your wardrobe on a budget
- Play the “Price is Right” with bargain items that Jen has found
- Take the Bargain Shopping Challenge! Recruit guests to find the best holiday gifts for three people on a budget of \$100. Guests come back and show their items. Guests then donate their purchases and money left over to a charity of their choice.

### Live Remote:

- Take a bargain shopping tour with the Gift Therapist
- Consignment style and makeover
- Great gift ideas from unusual places (grocery store, post office, etc...)
- The Gift Therapist in action with the Black Pants Project

## Bits 'n Bytes

- Shop Smart GIVE MORE is a movement. GIVING MORE by everyone has the potential to change families, organizations and the entire world!
- Shopping becomes much more fun when you make a game out of it!
- Thoughtful gifts do not have to be expensive, but it's really great to be able to give an expensive gift at bargain basement prices!
- When you shop with a higher purpose, you will spend less and GIVE MORE.
- Global change must start at the grass-roots level. This book gives the average citizen the tools and confidence to be more giving at the local level.

# Contact and Availability

## Jennifer Melnick Carota, MS, LPC

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Email: [jennifer@thegifttherapist.com](mailto:jennifer@thegifttherapist.com)

Website: [www.theGiftTherapist.com](http://www.theGiftTherapist.com)

Blog: [www.theGiftTherapist.blogspot.com](http://www.theGiftTherapist.blogspot.com)

Videos: [www.theGiftTherapist.com/media.html](http://www.theGiftTherapist.com/media.html)

### **Available for:**

- Interviews
- News Commentary
- Sales Promotions
- Keynote Speaking and Workshops
- Commercial Print
- Book Signings and Public Appearances

Availability: Nationwide by arrangement, webcast and via telephone.