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# feature title

Keith Macpherson has spent much of his life traveling the world as a professional musician – in 2006, he was a top finalist on the hit television series *Canadian Idol*. The life of a touring musician was challenging -- never knowing where he'd sleep or if there'd be enough to eat. Along the way he started listening to inspirational CD's of teachers such as Wayne Dyer, and was motivated by what he heard. He realized that his music was his connection to people – a universal language – but his mission was bigger than simply singing. Keith became a certified life coach, yoga teacher, and motivational speaker, incorporating music into practical mindfulness training as a way to help people transform their struggles into positive change.

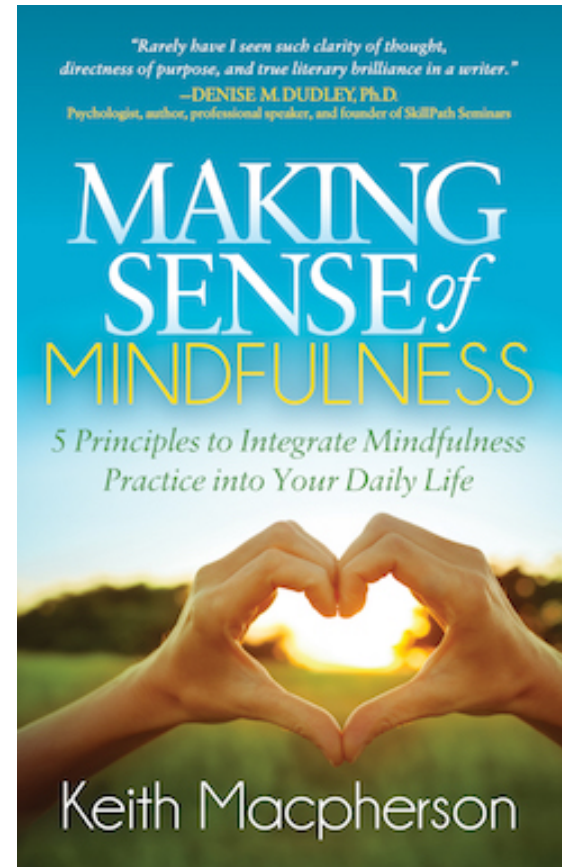
In his first book, *Making Sense of Mindfulness* (Morgan James/Nov. 2018), Keith offers an accessible, easy-to-adopt, five-step framework that demystifies the buzzword “mindfulness” and offers a legitimate formula to help combat the high stress levels and anxieties that plague daily life.

Through his coaching practice, he's helped others use mindfulness to:

- go from bankruptcy to abundance
- save their marriage
- launch a business
- break down silos within an organization to create an inclusive culture

Keith is especially passionate about working with schools and teachers to teach the next generation the tools of mindfulness and how it can impact their life for good before they are lost to the anxiety of today's world.

With a down to Earth personality and charismatic charm, Keith has a special ability to connect with people from all backgrounds. He continues to make new music with a new album, *Shine*, to coincide with the book release. More info at [www.keithmacpherson.ca](http://www.keithmacpherson.ca).



[\*\*\*Making Sense of Mindfulness: 5 Principles to Integrate Mindfulness Practice into Your Daily Life\*\*\*](#)

By Keith Macpherson

Morgan James | Nov. 20, 2018 | 220 pages

Tradepaper | List Price: \$16.95.

ISBN: 978-1683509523



## KEITH MACPHERSON

Keith Macpherson is a trained life coach through CTI (Coaching Training Institute, San Rafael, CA) with a Bachelor's in Education and extensive yoga teacher training through Moksha Yoga International. Keith's popular keynotes and workshops along with his live yoga classes are often packed with hundreds of people and downloaded thousands of times online. He has spent over twenty years touring globally as a speaker and professional musician. Keith also hosts a weekly podcast, “Let's Connect” and writes regularly for *Balanced Living Magazine*. [www.keithmacpherson.ca](http://www.keithmacpherson.ca).



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# about the author

## KEITH MACPHERSON

Keith Macpherson (BEd) is a mindfulness life coach and motivational speaker who has been inspiring audiences for more than twenty years. Known for his popular “daily intentions” on social media and his regular column “Keith’s Corner” in several corporate wellness magazines, Keith inspires thousands of people daily with his messages of mindfulness. Born and raised in Winnipeg, Manitoba, Canada, Keith has spent much of his life traveling the world as a professional musician with his band, Keith and Renee. In 2006, he was a top finalist on the hit television series *Canadian Idol* and has since released a solo album titled *Shine*. Aside from music, Keith also is a certified yoga instructor. His instructional videos and *Live Yoga* DVD releases have become increasingly popular along with his live classes across North America.



## TESTIMONIALS

*“This book offers disciplines that enable you to live your life- fuller, deeper, and richer.”*

Honourable Janice Filmon  
Lieutenant Governor of Manitoba

*“Keith’s message inspires us all to live our best life. He is truly a voice to connect with- whether singing or speaking. He is a voice of hope for our country and world.”*

— Tim Sullivan, Director of Publicity, Dr. Oz Show NBC

*“His (Keith) infectious personality allows him to connect with those both young and old and through his music, humor, and story-telling he has a wonderful ability to encourage people to come together as one to change the world.”*

— Craig Keilburger, Co-founder of We

*“Keith MacPherson is an incredibly inspiring leader who is empowering people to live their best life. His dynamic personality and charisma shine through whether he is telling a story, playing a song, or instructing a yoga class. I have had the opportunity to see Keith work with our audience leaving them deeply inspired, transformed, and ready to make the world a better place.”*

— Kelly Jones, Human Rights Commission of Manitoba



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# suggested Q's

## Suggested Interview Questions for Keith Macpherson

1. Why did you feel the need to write about mindfulness when there are already countless books about this topic already out there?
2. What makes your book different / stand out from the others?
3. You talk about being a touring musician and the struggles that came along with that – the feeling of fear and loneliness. Can you tell us more about that and how it led you to mindfulness?
4. Wayne Dyer was a big influence in your life, right?. How did you discover his work and where do you think you'd be if you hadn't?
5. Have you mastered the skills you teach?
6. Mindfulness is certainly not new, but do you find that most people know about it?
7. Who can this book help; who did you have in mind when you wrote this book?
8. What do you feel are the biggest misconceptions out there about mindfulness?
9. Music has been called the “universal language” by many. Has that been your experience and how do you use it in your work today?
10. What's one exercise from the book that people can implement immediately in their life today?



**Keith Macpherson**  
Author of *Making Sense of Mindfulness*