

# CLAUDIA BLUMER

## MEDIA KIT

‘WELL-BEING AT HAND  
ANYTIME, ANYWHERE’

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# AUTHOR BIO

Although Claudia was born in Switzerland, she has spent a large part of her life in Australia. She has a background as an architectural draughts-person and has studied engineering. She did further studies in psychology, health and wellbeing. She loves the concept of the body, mind, and soul and wrote a poem about how these interact and interconnect with the inner and outer world. The key message is that rather than just following external triggers, such as careers and reputations, we should be mindful about listening to the cues of our body, mind, and soul. On her life journey, she was fascinated by these cues and wanted to discover more about these.



Claudia was inspired by a story about a woman and her child diagnosed with autism and intellectual disability. This woman was determined to help her child learn to read and write, which were gains that specialists had thought unlikely; these goals were realised, and improved the quality of life for both and built up a resilience through these daily challenges.

Endurance sports are an important part of Claudia's life, and she has participated in various endurance challenges with the purpose to discover more about our natural being and how to deal with challenges and limits. These endurance challenges include officially supported events of: 100 km Bieler Lauf in 1999; the K78 Swiss Alpine ultra marathon in 2008; and the unofficial challenge of running the Bibbulmun track, which was 1000 km in 19 days. The outcome of the Bibbulmun project was to raise funds for a purchase of a recovery vessel for Sailability Port Stephens, a charity organisation that helps out children in need.



## AUTHOR BIO - CONTINUED

Other interests of Claudia are being creative in different ways such as designing, decorating, writing, and keeping her body and mind active. In her spare time, she enjoys sharing quality time with family and friends, and is also involved with volunteer work to help out communities and people in need.

In early 2018, Claudia returned to Europe and is now living in Norway with the aim to be closer to her parents in their retirement. She is now working in the healthcare industry, using her expertise in Environmental, Health and Safety (EHS) and Lean skills focusing on not being wasteful and using the resources purposefully. She feels her exposure of living in different countries has broadened her perspective.

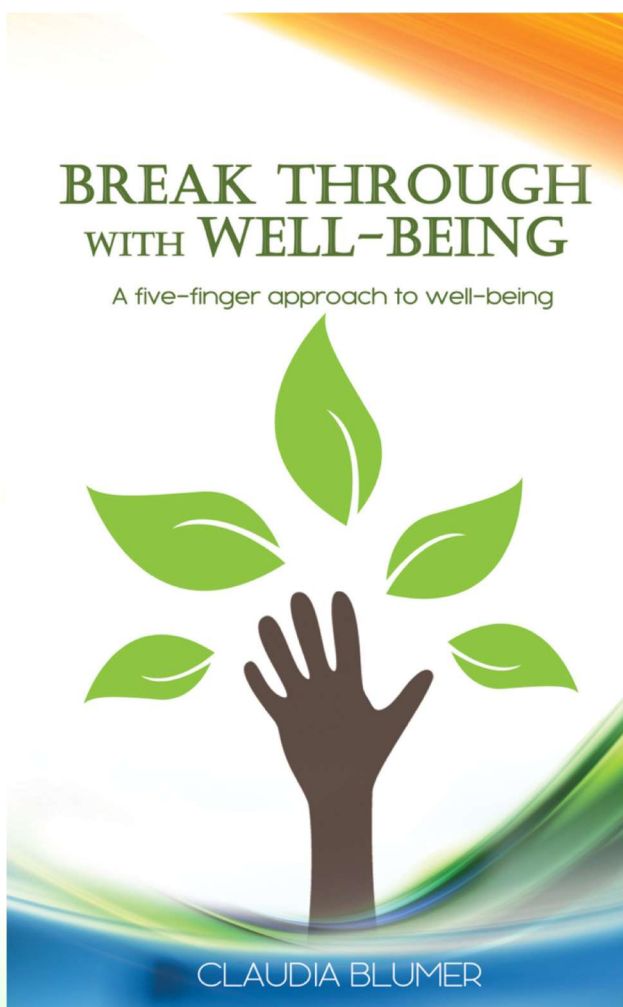
Claudia's vision is to bring to life an easy, pragmatic approach that the reader can use in their daily life and on their well-being journey. Her five-finger approach has been created with her technical expertise and structured mind, but simplified to cover an easy to implement concept and framework, that has the capacity to be unpacked in more depth.





# BOOK BIO

'To bring to life a structured, easy-to-follow, approach to positive and sustainable well-BEING, putting the power in the hands of the individual.'



Author: Claudia Blumer  
Category: Non-fiction, Self-help, Health.  
Print ISBN: 978-1-925935-33-2  
R.R.P: \$24.95

This mindfulness-centered book, and motivational guide, describes the five-finger approach as a journey and a life practice towards maintaining well-being. The overall objective is to increase understanding of the five main themes with a strong focus on a sustaining these throughout life.

This book was written to allow the reader to build a framework of well-being, so they can rebalance the imbalances triggered by their lifestyles, and the pressures of everyday life like busy schedules, and challenging situations. Offering strategies and techniques this book builds upon the most basic concepts, allowing the reader to dig deeper—depending on their needs—to learn more about the five-finger approach to well-being.

The reader will see how easy it is to choose and apply any of the themes and relevant tools at any time, at any location, and at any level. It is designed for anyone who wants an easy-to-follow, holistic approach to enhance well-being with little time in today's busy world.



# TARGET AUDIENCE

The concept of the five-finger approach described in this mindfulness-centered book can be used at various levels and settings including personal, group and corporate world.

## Individuals

- Busy individuals who have multiple roles and responsibilities (parents, business people, and carers).
- People with interests in well-being, work-life balance, quality of life, mindful living (including all ages, genders and ethnic and cultural backgrounds).

## Support groups

- Aged care homes.
- Rehabilitation and recovery groups.
- Allied health services (chiropractor, physiotherapy, other private practices and health service providers and stores).
- Contact support services for people in needs (volunteer groups, official groups).
- Holiday resorts/providers providing health and life-style services (sport and spar hotels, well-being retreats and centres).
- Educational support providers with a focus on well-being and health (schools, institutes, etc.).

## Organisations and corporate settings

- Workplace Health and Safety Managers and Professionals, specifically those conscious of well-being in the workplace that consider physical and psychological aspects.
- Human Resource Functions (targeting stress management, absenteeism, presenteeism).
- Corporate Health Services (return to work programs, health check-ups, development of well-being strategies).



# BOOK BENEFITS

A hands-on, well-structured and practical approach, easy-to-follow, and easy to find information that can be read any time at any location at any stage.

A holistic, authentic book which details total well-being with actionable techniques for those with little time, or resources available.

Easy to remember, as themes of BEING are linked with meaning to the five fingers of the hand.

Ability to build onto this approach and expand it—go as little or as in-depth, depending on the needs of the reader or group/audience.

Build better awareness leading to improved balance, connectivity, well-being for tackling daily challenges and navigating the life waves.



# BOOK EXCERPT

Has there ever been a situation where you felt you were a bit out of balance?

Like you were out of focus and trying to find a direction, but you weren't sure where it was all going?

Imagine you are on a paddleboard, and the waves are coming at you unpredictably, making you struggle to stay on and keep your balance.

This book is a practical guide in managing these make-or- break situations we face in life. The challenge with today's lifestyles is that disruptions threaten our natural biological rhythms, our balance, and jeopardise our well-being in everyday life.

This can result in an increased strain on our bodies, risk of diseases, and threats to our health.



# TESTIMONIALS

*'I love the original approach of this book through reference to the "hand" and its digits; something so symbolic in so many ways, as explained at the start of each chapter. It is written and explained in plain language, with a simple and practical approach to supporting and enhancing well-being, and puts the responsibility to act in the hands of the reader.'*

Annette Messenger

B. Behavioural Studies (Psych), M. Education and Professional Studies (autism research)

*'A very, very thought out book. Very informative, helpful and amazing wording. It was a privilege to read it!'*

Gary Bosdyk

Carpet Layer

*'Break Through With Well-Being: a five-finger approach to wellbeing offers a practical and relatable approach to find or regain balance in your life. The tools and strategies provided are varied to suit your individual need and preference, there is something for all walks of life, and they are engaging, easy to carry out and can provide profound outcomes.'*

Leanne Cooper

Cadence College Director





# INTERVIEW QUESTIONS

1. Who is Claudia?
2. What was your inspiration to write this book?
3. What was your biggest challenge in your writing journey?
4. What is the book about?
5. Who is the audience for the book?
6. What can the readers gain by reading the book, and what can they take home?
7. Where do you see the application of the five-finger well-being approach?
8. What are the benefits of the five-finger well-being approach?
9. How do you integrate these concepts into your professional and personal life?
10. What is next for Claudia?



# CONTACT



*Get in Touch with*

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*Every thought you have and word you say  
will have an impact either on you or the  
direct environment, and therefore, let's  
focus on the positive and mean well.*

Claudia Blumer Author

