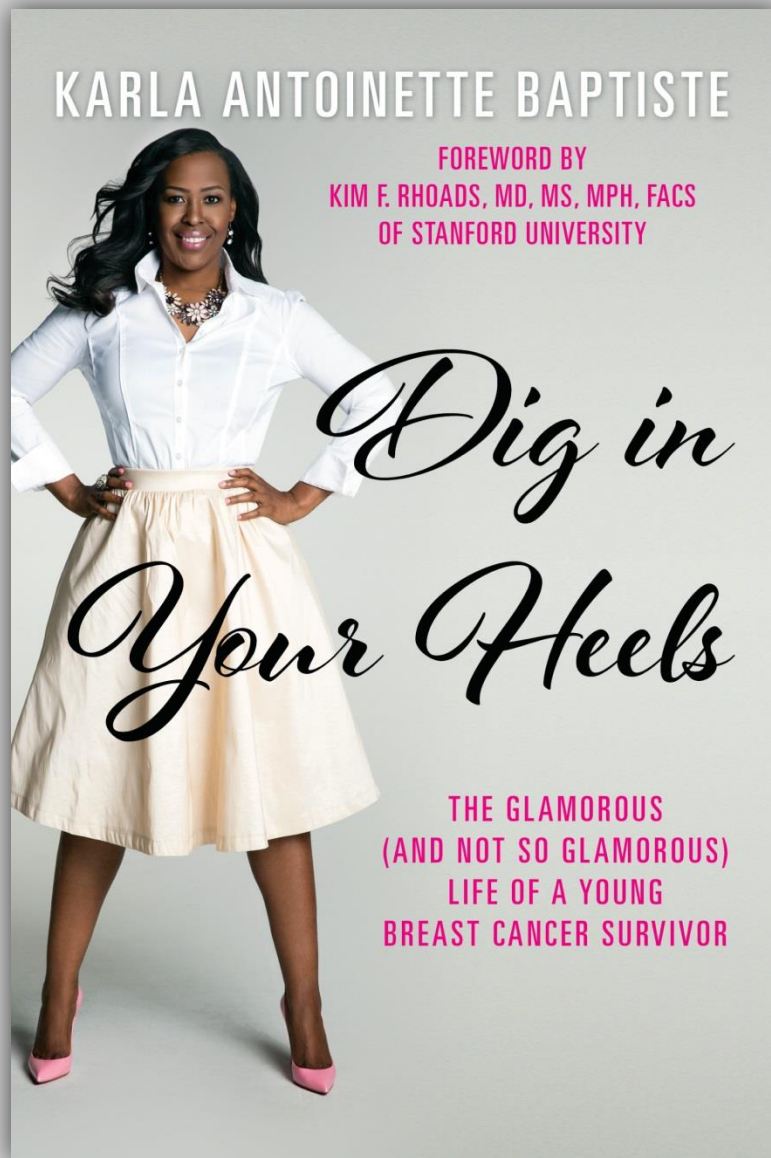


DIG IN YOUR HEELS:

THE GLAMOROUS (AND NOT SO GLAMOROUS)
LIFE OF A YOUNG BREAST CANCER SURVIVOR



KARLA ANTOINETTE BAPTISTE

FOREWORD BY
KIM F. RHOADS, MD, MS, MPH, FACS
OF STANFORD UNIVERSITY

Dig in Your Heels

THE GLAMOROUS
(AND NOT SO GLAMOROUS)
LIFE OF A YOUNG
BREAST CANCER SURVIVOR

by Two-Time Breast Cancer Survivor
Karla Antoinette Baptiste

PRESS KIT

WHAT DO YOU DO WHEN
YOU'RE YOUNG, AMBITIOUS AND
DETERMINED AND YOU FIND OUT
YOU HAVE
BREAST CANCER?

YOU PRAY AND
DIG IN YOUR HEELS!

KARLA ANTOINETTE BAPTISTE



Biography

Karla Antoinette Baptiste was born and raised in Seattle, Washington. She was first diagnosed with stage 3 breast cancer in September of 2007 at the age of 34. Her breast cancer returned in July 2014 and had metastasized to her spine, making it stage 4. However, as of February 2015, Karla is cancer-free again! She is an ambassador for the Stanford Cancer Institute Community Partnership Program, which aims to reduce breast cancer disparities among African-American women. She is also an ambassador for the Cancer Treatment Centers of America. Karla has a bachelor's degree in business administration from the University of Washington and a Master of International Business from Schiller International University – Paris, France. She currently works in sales for a major food and beverage manufacturer and lives near Dallas, Texas, with her dog, Armani.

THE AUTHOR

The uplifting memoir of one woman's triumph over breast cancer – from diagnosis to the coveted five-year cancer-free anniversary.

When Karla was first diagnosed, she began reading memoirs but was always left wondering what happened next. *What should I expect after treatment? What will my “new normal” be like?* Her own story answers those questions and so much more.

Written with humor and humility, Karla's story is woven with themes of love, trust, and spiritual faith—and the importance of becoming a force in breast cancer advocacy. It offers valuable information and resources for breast health, and provides support, inspiration, and hope for those facing breast cancer. From her adventures in Paris to her roller-coaster relationship with her ex-husband, Karla's memoir is more than radiation and chemotherapy. In *Dig in Your Heels*, she urges women to educate themselves and draw upon their inner strength—the best is yet to come!

Ten percent of the net proceeds from the sale of *Dig in Your Heels* will go towards breast cancer research and outreach.

THE BOOK



Dig in Your Heels will...

ENGAGE

- From Karla's adventures in Paris to her rollercoaster second marriage to her ex-husband, there is more than chemotherapy and radiation going on in this memoir.
- You will laugh, cry, and say OMG!

INFORM

- Karla was very explicit about every phase of her journey so that the reader learns what to do and what not to do if she is placed in a similar situation.
- *Dig In Your Heels* includes an appendix with key information about breast health.

INSPIRE

- *Dig in Your Heels* will inspire women to make breast health a priority, especially African American women who are diagnosed at a younger age, at a later stage, and have a higher mortality rate than women of other ethnicities.
- *Dig In Your Heels* covers Karla's experience from diagnosis to reaching the five-year cancer-free milestone with the aim of giving hope to other women who are battling breast cancer.

THE BOOK



What's Inside

Foreword Excerpt

“This book is for anyone who is going through breast cancer as a personal battle, as well as those forming communities that fight alongside the survivors. This book is for the religious, the non-religious faithful and the atheist looking for something to believe in.



The book is for every woman who believes that breast cancer is not a period, but a comma; the beginning of a new normal, with the best still yet to come. What Karla gives us all through the telling of her memoir, is reason to believe in the strength of the human spirit. While the book does not promise that everything will be ‘okay’ in every case, it is a strong reminder that everything will work out the way it is supposed to; but only if you put on your pumps, engage with the path on which you are walking and dig in your heels!

”

Dr. Kim F. Rhoads, MD, MS, MPH, FACS of Stanford University

Book Excerpt

“Something about leaving the dark, quiet ultrasound room and walking out of the building into the bustling business area on that beautiful, sunny day was symbolic of what I was about to face. I was going to be in a dark, solitary place but life would not miss a beat. While I was getting the bad news and my world seemed to come to a halt, cars were still driving down the street, leaves blowing in the wind, people walking to and fro just as they were before I had my mammogram. My life was about to change forever and, although everyone would be there for support, no one could get inside my head and experience my emotions or feel my pain. I would be going somewhere that only I could go.

It was while walking from the imaging center to my car that I instinctively dug in my heels. I liken it to being outside during a wind storm and bracing yourself for the next gust of wind. You have to bear down and choose a stance that will prevent the storm from getting the best of you. I refused to be moved. Now was not the time to shrink. It was time to stand tall.

”

THE BOOK



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Front Cover

KARLA ANTOINETTE BAPTISTE

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THE BOOK

Back Cover

BIOGRAPHY & AUTOBIOGRAPHY / Personal Memoirs

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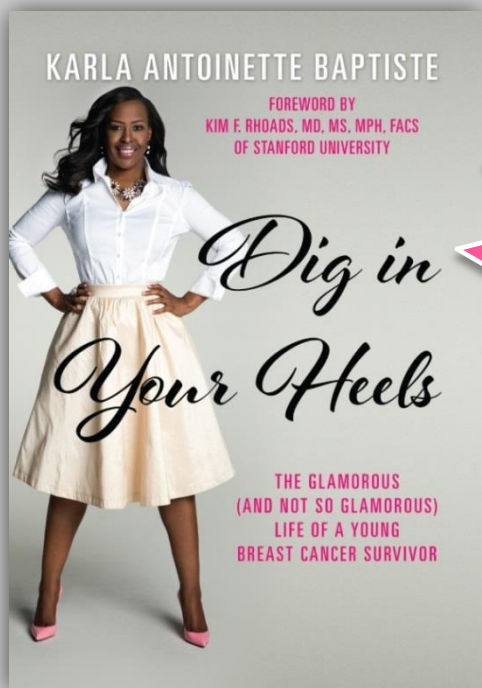
Sample Interview Questions



1. What inspired you to write a book?
2. What distinguishes *Dig in Your Heels* from other breast cancer memoirs on the market?
3. For whom did you write *Dig in Your Heels*?
4. Why did you title the book *Dig in Your Heels*?
5. Can someone who is pessimistic learn to dig in their heels?
6. What are the steps to digging in one's heels?
7. You were very candid about your life and experience? Why were you so open in your memoir?
8. What do you want the reader to take away from the book?
9. Why did you commission a theme song?
10. You're giving 10% of the net proceeds of your book to breast cancer research and outreach. What inspired you to do that and which organizations are you supporting?

DIG IN YOUR HEELS:

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Now!**

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FOR IMMEDIATE RELEASE

Antiste Publishing announces *Dig in Your Heels*, the latest, highly-anticipated biography & autobiography/personal memoirs book from Dallas, TX author Karla Antoinette Baptiste

October 30, 2015. Dallas, TX – Antiste Publishing has published *Dig in Your Heels: The Glamorous (and Not So Glamorous) Life of a Young Breast Cancer Survivor* by Karla Antoinette Baptiste, which is the author's most recent book to date. The 6x9 paperback cream in the biography & autobiography /personal memoirs category is available worldwide on book retailer websites such as Amazon and Barnes & Noble.

About the Book (Excerpts & Info)

When Karla was first diagnosed with breast cancer, she began reading memoirs but was always left wondering what happened next. *What should I expect after treatment? What will my “new normal” be like?* Her own story answers those questions and so much more. Written with humor and humility, Karla's story is woven with themes of love, trust, and spiritual faith—and the importance of becoming a force in breast cancer advocacy. It offers valuable information and resources for breast health, and provides support, inspiration, and hope for those facing breast cancer. From her adventures in Paris to her roller-coaster relationship with her ex-husband, Karla's memoir is more than radiation and chemotherapy. In *Dig in Your Heels*, she urges women to educate themselves and draw upon their inner strength—the best is yet to come!

Deftly constructed at 283 pages, *Dig in Your Heels: The Glamorous (and Not So Glamorous) Life of a Young Breast Cancer Survivor* is being aggressively promoted to appropriate markets with a focus on the biography & autobiography/personal memoirs category. With U.S. wholesale distribution through **Ingram and Baker & Taylor**, and pervasive online availability through **Amazon, Barnes & Noble**, and elsewhere, *Dig in Your Heels* meets consumer demand through both retail and library markets with a suggested retail price of \$9.99, \$16.95 and \$28.95 for eBook, paperback and hardback editions respectively.

For information and a full press kit, visit www.diginyourheels.com

About the Author

Karla Antoinette Baptiste was born and raised in Seattle, Washington. She was first diagnosed with stage 3 breast cancer in September of 2007 at the age of 34. Her breast cancer returned in July 2014 and had metastasized to her spine, making it stage 4. However, as of February 2015, Karla is cancer-free again! She is an ambassador for the Stanford Cancer Institute Community Partnership Program, which aims to reduce breast cancer disparities among African-American women. She is also an ambassador for the Cancer Treatment Centers of America.

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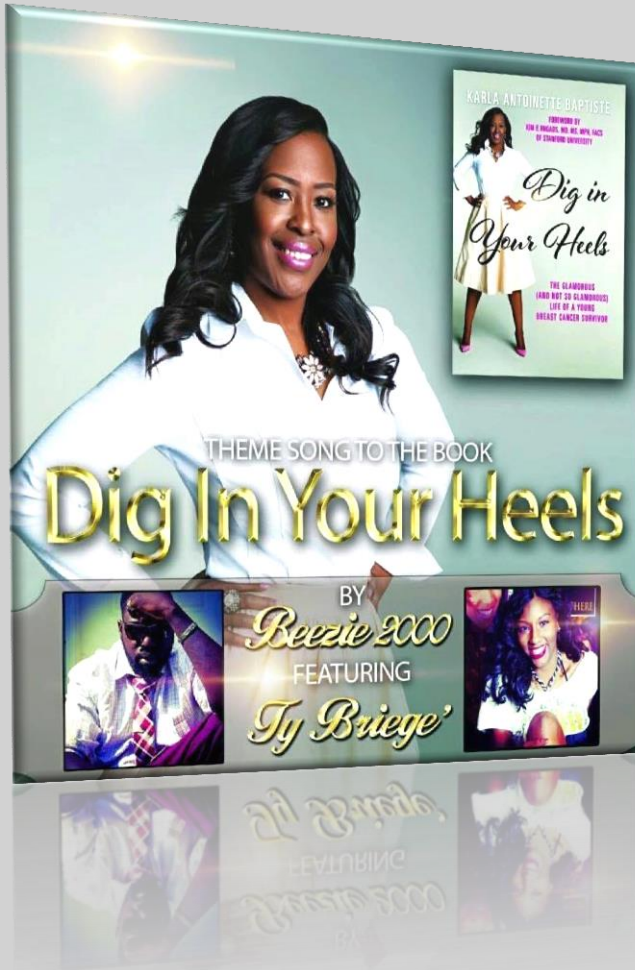
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HEALS THE
BODY**



**MUSIC HEALS
THE SOUL**

Dig in Your Heels Theme Song



Every **shero** needs a **theme song** so **Karla** commissioned her high school friend and music producer, **Bezie 2000**, to create a theme song for *Dig in Your Heels*. Within hours, **Bezie 2000** produced this upbeat, uplifting, motivational fight song inspired by **Karla's story**. It will make you feel like you can conquer the world. It's the **perfect accompaniment** to the book.

Available at [Amazon.com](https://www.amazon.com) and iTunes

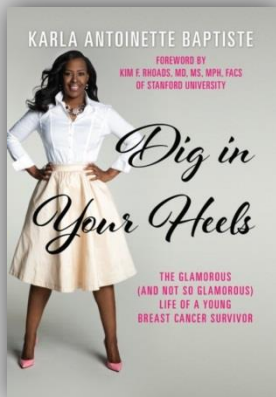
THE THEME SONG

Karla is Available for:

- Speaking engagements
- Phone, in-person, and on-air interviews
- Book signings & readings

For Booking Info Contact:

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