

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com

About Power of Two

In 2010, Power of Two released **the most innovative and cost-efficient web-based marriage and relationship health program on the market**, offering individuals and couples a fun and effective way to learn key relationship skills online, with the support of a personal relationship coach.

Federally funded by the Department of Health and Human Services, Power of Two was developed by renowned psychologists Dr. Susan Heitler and Dr. Abigail Hirsch (mother and daughter team) and several other Heitler family members, **designed for good people who want great relationships**.

A robust marriage/relationship education program, Power of Two offers videos, interactive exercises, games, fun quizzes, podcasts and worksheets for couples that want to improve their communication skills and make their relationships stronger. Best yet, **Power of Two is designed to do at your own pace, with or without your partner, in the privacy of your own home, with help from your very own personal, yet anonymous, relationship coach**. It's convenient, accessible, affordable, private, and fun...and it works.

Power of Two leverages the potency of technology and expert relationship skills to create "**short bites**" of easily digestible information. Then, the program guides members as they apply what they've learned to their real life. For more information visit poweroftwomarrriage.com.



MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com

Who is Power of Two for?

- **Power of Two supports intimate, happy relationships: ring or not.**
- Power of Two is for individuals who want a way to improve their relationships on their own, or for couples who want to work together.
- Power of Two is NOT just for couples with problems – it's **for couples that aspire to be the best they can be** in their relationships.
- Power of Two is **great for couples dealing with various forms of transition, including new babies, moving, job loss, and more.**
- Power of Two is great for engaged couples, as a fun and easy form of **pre-marriage education.**
- **Power of Two has been working with military families to help alleviate the stresses of deployment, transitions, and more, with great success** in our pilot program.
- Power of Two is **an excellent supplement for therapists to use in couples counseling.**
- Power of Two is **NOT just for the tech savvy!** Our program is designed for everyone, from tech gurus to those with minimal computer skills.
- Power of Two APPEALS to the “Angry Birds” Generation: young adults who appreciate short, sweet, interactive content; feel therapy has a “stigma,” but want world class information guided by an expert in one, simple, consolidated place.
- Gen X, Gen Y, and Millennials are highly literate with interactive rich media technology, and appreciate PO2’s activity feed (similar to Facebook) and mobile access. Games, **interactive activities and animations create immediate gratification and high engagement** that fits into their busy schedules.



Basic Facts about Power of Two

What Power of Two *IS*:

- A marriage/relationship enrichment program **led by a personal relationship coach** that aims to improve communication and trust in your relationship, turning conflict resolution into a fun process.
- Skills focused, **teaching the fundamental techniques to build great relationships:** communication, emotion regulation, shared decision making, and positivity and support.
- Designed to be used either by individuals who want to improve their relationships on their own, or together as a couple.
- A grant-driven program **funded by the Federal Department of Health and Human Services.**
- Smart. We didn't reinvent the wheel. Instead, we've consolidated research and broke it down to make it understandable, fun, and effective.
- Flexible. **Done on your own time, at your own pace**, this program helps uncover barriers to open communication that you may not have even realized existed.
- **User friendly and easy to navigate**, similar in concept to Facebook and YouTube.
- Private. It's **a confidential service** loaded with interactive activities, instructional videos, worksheets, and exercises to do on your own or with your partner.
- Affordable: for **\$18/mo** (scholarships are offered to those in financial distress), Power of Two **fits just about any budget.**

What Power of Two *ISN'T*

- **Psychotherapy** – it's a relationship education program.
- **Generic, Canned, Sterile or Corporate.** Users receive personal messages, real communications from your coach, and recommendations for activities that apply to your specific situation.
- A social networking site, and it's not **loaded with advertising.**
- **Competitive:** There's nobody else to compare oneself to in the program. It's just you and your spouse, the resources, and your coach.
- **Scare-tactic/divorce statistic laden.** It's a supportive, nurturing program designed to bring couples together, not scare them.
- **Gender-biased.** The program appeals to both men and women.
- Its direct approach to handling real life situations in short bites, through interactive programming. It's not "touchy-feely" – it's solution oriented.
- Gender-neutral programming creates a safe place for both men and women to engage to improve their own personal relationship skills.

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com



Benefits/Fun Facts about Power of Two

- Power of Two changes the mindset that “relationships are hard,” and “bickering is normal.” It shows that **with good communication instead of unsatisfying compromise, marriage is fun.**
- Power Two **prepares couples for high skill relationships.** Just as athletes and musicians practice their skills to achieve successful performances, couples practice relationship skills at Power of Two to achieve successful marriages.
- Power of Two is **an ongoing support tool to help marriages thrive;** it’s not just a tourniquet program for a temporary fix.
- **Power of Two lets you Learn, Practice, and Do...on your own time.** Skill drills let you take what you’ve learned into your daily life.
- Power of Two delivers smart information in nourishing, “short bites.” By keeping your relationship metabolism up at optimum levels, Power of Two’s **regular doses of easily digestible information makes for happier partnerships.**
- **Since launching in 2010, Power of Two Online has helped couples around the country. Of note is a pilot program with the Association of the US ARMY (AUSA).** After one month of use most participants reported that their communication skills had been helped by their participation in the program.
- **In a randomized study, participants using the Power of Two online for just a few minutes each week saw 15% more improvement in how satisfied they were with their marriages** than people who did not use Power of Two. No other online program has demonstrated such efficacy.
- Power of Two appeals to both men and women. Our information is **delivered in short bites of rich media that resonates with both genders.** The privacy factor also encourages people to engage without fear of judgment.
- Couples who’ve used Power of Two find **intense emotional reward when they really engage in the program** (Recommended activity: Three 20-minute sessions week one, then 1-2 short sessions per week to keep ideas fresh and learn new skills.)
- **Power of Two does not cite divorce statistics, or focus on the importance of sheer commitment as they key to success.** Instead, it focuses on creating positive communication strategies for win-win relationships.

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com



Power of Two: How it Works

Power of Two guides the users through an array of rich media content.

When you first log in, you're given a short list of bite-size activities to get you started. **Most of the activities in the program only take 3-5 minutes** and come in a wide variety of formats including videos, games, worksheets, podcasts quizzes, text-message series & even a call-in-line to help calm down in the heat of the moment. As you complete activities, your coach will suggest new activities based on your particular situation. You can also browse the full library of hundreds of activities on your own.

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com



Throughout the program your coach is there to answer questions about what you're learning, to personalize the experience, and to motivate you by reaching out when they haven't seen you in a while. You can leave messages for your coach at any time and you'll be notified by email when your coach responds.

The whole experience is relaxed, personable and fun rather than feeling medical or corporate. You'll find lots of examples of couples struggling with situations that are familiar and often funny. And you'll **quickly develop new skills for a strong and loving relationship.**

- Unlike with self-help books/programs, your coach reaches out to you to nudge you towards your own progressions.
- Unlike most e-learning, which has a predefined curriculum order, PO2 lets you pick and choose what you want, and you're encouraged to **"choose your own adventure" with your personal relationship coach.**



Topic Areas Include:

- **Communication:** talking, listening, dialogue skills
- **Emotion Regulation:** understanding anger, receiving anger, how to prevent fights, keeping things calm
- **Dealing with Differences:** conflict resolution, Win-Win shared decision making, how to make decisions together
- **Positivity, Intimacy and Support:** Building trust, warmth, feelings of love; acting loving; having fun together; learning to support your partner during times of distress
- **Special Topics:** In-laws, job loss, finances, preventing affairs, sex issues, etc – give wisdom from Dr. Susan and Dr. Abigail and how to take the skills you've learned and apply them to the hot button scary issues in a marriage/relationship.

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com



Time Investment:

How much time do users have to invest in Power of Two?

Three 20-minute sessions gives you a strong launch – then after that it's up to you.

The research is very clear: the more you practice something, the better you'll be at it. Progress comes with practice, on and offline.

Many people settle into bi-weekly or monthly sessions of 20 minutes to ½ hour; some members log in as much as every other day.

Users can learn something new in as little as 5-minute increments. Personalized messages from your coach respond to your work and encourage your progress.



Top 10 Skills Mistakes Couples Make (in no particular order)

1. Letting your anger ceiling get too high. Couples do best when they never get more heated than a 3 on a scale of 1-10. When things get hot, take a break. Then return to the topic when you are both calmer.

2. Being a micro-manager: telling your partner what they should think or how to do things. Instead, focus on explaining your own concerns and asking about your partner's.

3. Attacking the person instead of discussing the problem. Just like in kindergarten, name-calling is TOTALLY out-of-bounds in a marriage!

4. Listening for what's wrong in what your partner is saying so you can prove your point and win. Instead listen for what's right and what makes sense in your partner's perspective.

5. Saying what you DON'T want instead of saying what you **DO** want. For example, "I don't want to stay so long at your mom's" vs. "I'd like to keep our visit short."

6. Forgetting to have fun together. It often feels like there's just too much to get done. At the same time, forgetting to enjoy being with your partner is a huge oops! It's also critical to share lots of warm and positive comments day-in and day-out.

7. Compromising instead of finding win-win solutions. We've all heard it -- marriage is about compromise. Actually, in a great marriage everybody wins all the time!

8. Accepting bickering as normal instead of avoidable. Learning new ways to communicate can make life so much more pleasant.

9. Being naïve about how affairs happen. Learn to avoid situations where affairs are likely to happen.

10. Leaving spills to fester. When something spills in the kitchen, you clean it up. The same goes for relationships. When there's a slip up in your relationship it needs to get cleaned-up quickly and skillfully, not left to turn into a rotten mess. There is an art to making an effective apology.

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com

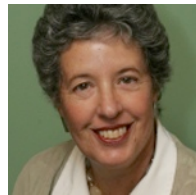


Power of Two: The Team, The Family

A Family Affair

Power of Two is a family affair, founded by Dr. Susan Heitler and three of her children. Daughter Abigail Hirsch, also a psychologist, leads the content and coaching, son Jacob Heitler runs business development and marketing, and son Jesse Heitler is Chief Technology Officer. Together they have developed Power of Two Online, an innovative web application that breaks the mold for how to deliver marriage education. In the program, members work with a coach to create a personalized set of activities to build communication and conflict resolution skills.

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com



Dr. Susan Heitler
Author & Curriculum Supervision

Dr. Susan Heitler Ph.D. is the original founder of Power of Two. She has been saving marriages in danger of divorce as a **clinical psychologist for over 30 years**. In 1993, she wrote her first book for clinical psychologists, *From Conflict to Resolution*. In 1997, realizing that lay-people needed their own book she wrote the world-renowned marriage help book (published in 6 languages), *The Power of Two: Secrets to a Strong & Loving Marriage*. In 2003, she co-authored *The Power of Two Workbook* with her daughter, Dr. Abigail Hirsch.

Dr. Heitler is quoted frequently in national media as an expert on relationship skills. She appears regularly in magazines and broadcast outlets, including **Ladies Home Journal, Men's Health Magazine, ABC News** and was featured on the CBS Early Show where anchor Harry Smith described her as "the most influential person in my life — my therapist."

Her books, videos, journal articles and lectures for professional counselors, have influenced how therapists around the world treat troubled couples.

Dr. Heitler is a graduate of Harvard with a masters degree in education from Boston University and a doctorate in clinical psychology from New York University. She and her husband have been happily married for nearly 40 years and have enjoyed raising four children, now with children of their own.

Dr. Heitler has lectured on her therapy methods both nationally and internationally, including speaking engagements in Spain, Austria, Lebanon, United Arab Emirates, Israel and Australia.



Dr. Abigail Hirsch President

For over 15 years Abigail Hirsch, Ph.D. has been fascinated by the challenge inherent in creating motivating educational experiences. Abigail helped to design the original Power of Two workshops, co-authored *The Power of Two Workbook*, and has been instrumental in the development of PO2's live-online courses. Abigail's husband, Adam, credits Power of Two as the source of their decade of joyful marriage. Abigail holds a bachelor's degree in Quantitative Studies of Social Policy from Harvard University, an M.A. in Educational Psychology from the University of Colorado, Denver and a Ph.D. in Clinical Psychology from the University of Massachusetts, Boston. She lives with her husband and their three young boys in Denver.

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com



Jacob Heitler VP Business Development

Jacob holds a bachelor's degree in Applied Mathematics from Yale University and an MBA from the Haas School of Business at UC Berkeley. He has a wide range of experience in business development, financial analysis, entrepreneurship, and commercial real estate development. He works out of Berkeley, CA and enjoys taking long bike rides through the hills nearby.



Daniel Berson VP Creative Production

Daniel is based out of Los Angeles. An actor and director, his comedy videos have been featured on Funny or Die, The Huffington Post, and Gawker. In 2010, one of his shorts became a viral hit in South Korea, appearing on the front page of Yahoo, & national radio and network television. He enjoys eating super-spicy meals and exploring Los Angeles with his beautiful food writer wife, Katie. He holds a bachelor's degree in English and Theater Studies from Yale University.



Jesse Heitler VP Technology

Jesse telecommutes to join the Torque Interactive Media team from London, and helps to make us a 24-hour operation. Jesse holds a bachelor's degree in Computer Science from Yale University, and Torque is the third business he's helped found.



Clayton Meador Design Director & Creative Engineer

Clayton works out of the Denver, CO office. Clayton is married and has an adorable son. Clay spends his time producing dance music, animation, and various digital media. He has a Bachelor of Fine Arts degree in Sculpture from the University of Kansas.



Dr. Susan Heitler In the News:



abcnews.com May 31, 2011
[Long Commutes Can Drive Couples Apart](#)



Ladies Home Journal May, 2011
[Can This Marriage Be Saved?](#)



Parents August 2010
How to Fight in Front of the Kids



The Denver Post December 4, 2009
[DPS board, superintendent get coaching on making up](#)



Details October 20, 2009
[Your Marriage Isn't Dead-It's Comatose](#)



O Magazine June, 2007
[The Gaslight Effect: Is He Playing with Your Mind?](#)



Fitness 2005
[Why We Apologize Too Much, and How to Stop](#)



Mens Health August 26, 2004
[6 Signs She Might Be Cheating...or perhaps thinking about it](#)



CBS - The Early Show June 9, 2004
[Harry Smith describes Dr. Heitler as "the most influential person in my life — my therapist."](#)



Psychology Today May 29, 2003
[Married Money: Money matters are a leading cause of family conflict. Couples often don't see eye to eye.](#)

Power of Two In the News:



Army Wife Talk Radio February 7, 2011
[Direct link to untitled episode](#)



The Mommy Brand January 7, 2011
[Review \(and Giveaway!\): Power of Two Marriage Enrichment](#)

MEDIA CONTACT:
Diane Nagler Public Relations
303.725.8558
diane.nagler@gmail.com