## **"In The Making" – Media Kit**

### **Author & Host Bio: Michael Betz**

Michael Betz is a Cincinnati-based entrepreneur, fractional executive, thought leader in digital transformation, and founder of The Proper Group, a groundbreaking fractional C-suite collective redefining leadership and growth. With nearly two decades of experience transforming industries—from media and technology to nonprofit and community leadership—Michael now shares his journey of navigating life's "messy middle," guiding others to embrace uncertainty, authenticity, and purposeful growth. His storytelling approach, combined with practical, reflective exercises, encourages readers and listeners alike to uncover their potential and redefine success on their own terms.

### **Book Overview**

**Title:** *In The Making: Figuring It Out, Embracing the Messy Middle, and Redefining Leadership*

**Genre:** Business / Personal Growth / Memoir

**Description:** *In The Making* invites readers into Michael’s deeply personal and professional journey of self-discovery, resilience, and intentional growth. Through candid storytelling, interactive journal prompts, and actionable insights, readers explore the power of leaning into uncertainty and turning life's most challenging moments into profound opportunities for growth. The book shares behind-the-scenes stories of creating The Proper Group, Michael’s unique "fractional executive" model, along with the proprietary Ramp Methodology and groundbreaking "Leadership as a Service" (LaaS) approach.

**Release Date:** April 10, 2025

**Available Formats:** Paperback, E-book

**Pre-order Link:**<https://michaelryanbetz.com>

### **Podcast Overview**

**Title:** *In The Making Podcast*

**Description:** Hosted by Michael Betz, the *In The Making Podcast* dives deep into personal and professional transformation, embracing vulnerability, and redefining leadership. Each Thursday at 10 AM EST, Michael interviews inspiring leaders, entrepreneurs, and change-makers who candidly share their own experiences navigating life's "messy middle," providing listeners with relatable insights and actionable advice.

**Tune In:** Thursdays at 10 AM EST  
 ▶️ **Listen:**<https://pod.link/1802594456> 📺 **Watch:**<https://www.youtube.com/@InTheMakingPodcast>

### **Key Interview Topics**

* Figuring It Out: Why uncertainty is crucial for personal and professional growth
* Navigating life’s “Messy Middle” and embracing vulnerability as a strength
* Behind-the-scenes of building The Proper Group: redefining leadership through fractional executives
* Scaling with Purpose: The Ramp Methodology and intentional growth
* Leadership as a Service (LaaS): How Michael’s approach disrupts traditional consulting
* Practical journal prompts and exercises: sparking self-discovery and lasting change

### **Praise / Testimonials**

(Include endorsements or feedback here.)

“Michael provides an authentic voice that resonates deeply—truly inspiring.” – Stevi Carr, President & CEO at Wise Wellness Guild  
 “In The Making is a powerful guide for anyone navigating change.” – Pam Kravitz, Educator and Philanthropist.

### **Author Headshots & Branding Assets**

* High-resolution Author Headshot
* High-resolution Book Cover Image
* Podcast Artwork and Logo

(Attach all assets separately.)

### **Social Media & Online Presence**

🌐 Website:<https://michaelryanbetz.com> 📲 Instagram: [@michaelryanbetz](https://www.instagram.com/michaelryanbetz) 📲 Facebook: [Michael Ryan Betz](https://www.facebook.com/michaelryanbetz) 📲 LinkedIn: [Michael Betz](https://www.linkedin.com/in/michaelryanbetz) 📺 YouTube: [@InTheMakingPodcast](https://www.youtube.com/@InTheMakingPodcast)

### **Media Contact Information**

**For all media inquiries, interviews, or speaking engagements, please contact:** **Libby Coulton** Owner/Principal, Coulton Communications  
 📧 libby@coultoncommunications.com  
 📞 513.917.8110

### **Additional Resources**

* Book Excerpt (available upon request)
* Podcast Episode Samples:<https://pod.link/1802594456>
* YouTube Channel:<https://www.youtube.com/@InTheMakingPodcast>

## **MEDIA OUTREACH / PITCH**

**Subject Line:** *"In The Making": Figuring it Out, Embracing the Messy Middle, and Redefining Leadership*

**Body:** Hi [Media Contact’s Name],

Figuring it out isn't easy—especially when redefining leadership, navigating significant life transitions, or building a business with purpose and intention. Michael Betz, Cincinnati entrepreneur, fractional executive, and founder of The Proper Group, has captured the essence of these transformative journeys in his debut book and podcast, *In The Making.*

With refreshing honesty, Michael shares the realities of embracing life's "messy middle," from the personal experience of losing a parent and navigating self-discovery, to building and scaling The Proper Group, an innovative fractional C-suite collective disrupting traditional consulting and executive leadership models.

*In The Making* uniquely combines personal storytelling, interactive journal exercises, and actionable guidance, offering readers and listeners:

* Candid explorations of uncertainty, resilience, and personal growth through Michael’s own life experiences
* Reflective prompts and exercises designed to encourage readers to actively engage in self-discovery
* Insights into The Proper Group’s innovative Ramp Methodology
* An introduction to the groundbreaking “Leadership as a Service” (LaaS) model

Michael is currently available for interviews, podcasts, and media segments to explore these transformative themes and discuss how embracing the messy middle can profoundly shape our personal and professional lives.

Would you be interested in featuring Michael and sharing the compelling insights from *In The Making*?

Warm regards,  
 **Libby Coulton** Owner/Principal, Coulton Communications  
 📧 libby@coultoncommunications.com | 📞 513.917.8110

Attachments:

* [PDF Press Kit]
* [Podcast Episodes Link]
* [Author Headshot / Book Cover / Social Graphics]

## **FOR IMMEDIATE RELEASE**

**Michael Betz Launches Inspiring Book and Podcast, *In The Making,* Sharing Candid Insights on Embracing Life’s Messy Middle and Redefining Leadership**

**CINCINNATI, OH – (April 10, 2025)** – Cincinnati-based entrepreneur, fractional executive, and community leader Michael Betz announces the launch of his compelling new book and podcast, *In The Making: Figuring It Out, Embracing the Messy Middle, and Redefining Leadership.* Available April 10, Betz’s debut work candidly guides audiences through the uncertainty of life's transitional moments, emphasizing vulnerability, self-discovery, and intentional growth.

Blending heartfelt storytelling with interactive journal prompts and actionable strategies, *In The Making* invites readers to embrace their own journeys through life's challenging but transformative "messy middle." Betz draws deeply from his personal experiences—including navigating the loss of his father and building The Proper Group, his innovative fractional C-suite collective. Readers are introduced to groundbreaking leadership concepts such as Leadership as a Service (LaaS) and the strategic, purpose-driven Ramp Methodology.

“Everyone experiences moments of uncertainty or feeling ‘stuck’ in life and work,” says Betz. “This is about embracing those moments, leaning into vulnerability, and discovering clarity. I’ve found our messy middles are precisely where meaningful growth happens.”

Coinciding with the book launch, Betz’s podcast, *In The Making Podcast,* releases new episodes every Thursday at 10 AM EST, featuring inspiring conversations with industry leaders, entrepreneurs, and creative change-makers who share their stories and practical insights.

**Book & Podcast Details:** 📕 Book Release: April 10, 2025  
 🛒 Pre-order:<https://michaelryanbetz.com> 🎧 Listen to Podcast:<https://pod.link/1802594456> 📺 Watch Podcast on YouTube:<https://www.youtube.com/@InTheMakingPodcast>

**About Michael Betz:** Michael Betz is Founder and Managing Partner of The Proper Group, a revolutionary fractional C-suite collective. With nearly two decades of impactful work across media, digital transformation, and community development, Betz continues to inspire audiences nationwide.

**Follow Michael:** Instagram: [@michaelryanbetz](https://www.instagram.com/michaelryanbetz) Facebook: [Michael Ryan Betz](https://www.facebook.com/michaelryanbetz) LinkedIn: [Michael Betz](https://www.linkedin.com/in/michaelryanbetz)

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