

LIVING A RICHER LIFE



Life Changing Talk Radio



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Featuring Interviews With Published Authors and Public Personalities

EVERY THURSDAY NIGHT 9E/8C/6P

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What is LIVING A RICHER LIFE and Why Should I Listen?

[LIVING A RICHER LIFE](#) is a nationally-broadcasted talk radio show and is destined to become one of America's best "Life Changing" weekly talk radio shows in the blogosphere. The show enlightens, educates and encourages its listeners. Through entertaining interviews and discussions on topics pertinent to personal health, wealth, hope and prosperity, the show's listeners are connected to like-minded people and are empowered to pursue their own missions in life.

The show is designed to attract a growing weekly audience from a broad cross-section of *change* and *improvement-minded* Americans, from coast-to-coast. It will broadcast *live*, every Thursday night at 9:00 PM Eastern/ 8:00 PM Central/ 6:00 PM Pacific on [Blogtalkradio.com](#) starting Thursday, February 6, 2014. The listening audience will be encouraged to call-in and participate in the *live* half-hour talk show.

LIVING A RICHER LIFE will be hosted by [Ervin \(Earl\) Cobb](#) and [Dr. Charlotte Grant-Cobb](#).

They both have deep personal and professional roots that have been pruned and enriched by over 35 years of diversified corporate, small business, civic, community, family, social and human experiences. Included in their well-documented life's journey are the stories associated with 32 years of being married to each other. They are the noted authors of an intriguing, new book titled, ["Living A Richer Life: Getting The Most out of Life's Gifts and Circumstances"](#), published in 2010. The book embraces a unique *life-improvement tool* they developed while writing the book called ["The Life Enrichment Model."](#) They have many readers who have proclaimed that their tool and their messages have helped them significantly change their lives for the better. The model stresses the importance and life changing influence of *Self-Awareness, Education, Good Decisions, Relationships, Career and Legacy*.

Earl and Charlotte are currently the co-publishers of the broadly recognizable trade book Imprint [RICHER Press](#). The couple has helped to launch dozens of intellectually-minded self-help, educational and faith-based authors. They are also the author and/or co-author of five other published books which encourage positive growth and personal/professional development.

The *Target Listener Base* for LIVING A RICHER LIFE is one that is multi-cultural, respectful of other's thoughts & experiences and wakes up everyday with a desire to improve themselves and the world around them.

The *Target Listener* is envisioned and characterized as follows:

"Frequent listeners to LIVING A RICHER LIFE have a higher-than-normal level of human consciousness, an overdose of human compassion and a wide-ranging perspective of the global community. They all highly value their time. They wisely spend their time only with people and platforms that add value to their lives. The majority of the listeners have robust points-of-view on most domestic and global topics. They all are conscious of the fact that many of the topics they discuss on a daily basis have or may have a direct impact on their lives, their families and the people they love. Generally, the topics span the social and economic spectrum. However, they feel that each topic has the potential of making a tangible impact on their own personal health, wealth, hope and prosperity. Their views are based on a mix of facts, reality, research, beliefs, faith, logic and compassion for mankind....and by no means are they hesitant to share their views with others, in a civil manner. They value quality verbal discourse and highly respect those who work hard at crafting concise and compelling messages. They too are good communicators...and even better listeners."

Each week, Earl Cobb and Dr. Charlotte Grant-Cobb will candidly interview a knowledgeable and entertaining *published author* or *public personality*. All Guests will be carefully selected and their messages vetted prior to the live broadcast to ensure that the message can be meaningfully shared within the confines of the half-hour talk show. The audience will be encouraged to call-in and participate in the *live* show. Email and Facebook posts will also be welcomed. An archive of weekly shows will be maintained on the *richerlife* blog page. You can find the show's Facebook Page at *Living a Richer Life*.

Prospective listeners are encouraged to go to www.blogtalkradio.com/richerlife now and click on the "Follow" icon. By doing so, you will be recognized as a supporter and will receive weekly notifications on approaching show times and information on each week's guest.

The entire broadcast team hopes that you will give LIVING A RICHER LIFE a "*test drive*" during the month of February and believes that once you do, you will become a frequent listener.

You can learn more about LIVING A RICHER LIFE and its mission to "*Shape Thoughts and Change Lives for the Better*" by visiting www.richerlifellc.com.