



It Started - The Day the Homerun was *HIT!*

Everyone asks about Playing the Field and how it came about. The first thing I tell them is that this big idea is the story of my life. My 1,000 watt smile came about after my “ah-ha” moment when everything came together and the design and the creation began flowing from me to you.

Changing my Life and Converting it into a Game

January 2005. I sat down to work on my New Year’s resolutions. I looked back through my journals of past years and realized my big dream was “wanting to find my special someone”. My little voice was whispering constantly that I wanted desperately to find my soul mate.

When I shared this with my girlfriends, they too opened up and we began sharing our deep desires, hopes and dreams. We uncovered common things that we all wanted in all areas of life...it was those typical conversations that crop up during deep thinking and wine drinking times.

On a whim, one of my friends convinced me to sign up on an online dating service. She had been on it for months without success but still wanted me to try. I took her challenge but added the twist that I wanted to see what the impact of presenting our smiling faces to the world would do. Two days later our profiles hit the market...3,000 hits and a week later, I realized that I had just taken on another part time job! I suddenly was on a new journey but interestingly enough, it wasn’t about me, it was learning about the male psyche! I quickly discovered the problem why I hadn’t found my soul mate was a gap between what we wanted and what they wanted and went on a mission to find the common denominator.

One of my friends was so intrigued with what I was doing, she arranged for me to be interviewed as a contestant on the local radio station’s version of speed dating. I was nervous so I prepared. I did practice runs, and with a bottle of wine, prepared myself the best I could. I wrote out questions and all my responses and I felt I was ready! Now understand, I was one of many women on the show. What blew me away was all the other women just showed up, and when they were quizzed, they were not prepared. Because I was prepared, the guys noticed me and not them. Their reactions were completely different and I felt very connected. Then it hit me...

I realized that I had hit upon a golden idea. The guys are just as interested in finding a great gal as the girls are looking for a great guy! All it took was asking them about their goals, beliefs and likes and dislikes in the other person. Wow, my brain said “Make it a game and everyone will play”. I decided I was going to change the world of relationships with a simple game.

I questioned all of my friends to find out the top five things they would want to know about a first date. Wow! Their answers ranged from, “Would you have sex on a first date?” to “What is your five-year plan?” and a whole lot in between. I put on my thinking cap and came up with 500 questions that would work—and not just the typical yes or no answers, but questions that allow for storytelling and explanation that would enable you to really dig in and see what the person was really like. Next convert it to a business and putting the game together and taking it to market!

I Formed a Company and Surrounded Myself with the Best!

Luckily, I am surrounded by remarkable and smart friends who all have amazing talents. So I decided to leverage all of our natural abilities into one company. I tackled the whole process of graphics, prototypes, legalities, how to license a new product, how to distribute itthen discovered that I could do it all on my own.

A year and a half later, I was ready, sold my house to fund the company, and off we went! The game was a hit and sales exploded! A lot of friends couldn't see my dream, but it was clear as glass to me. I am now on a mission to change the world of relationships with my simple game.

The company and the game are now an established household name! And best of all, relationships are changing over night and couples are finding their true love!

If you want to play the game visit www.PlayingTheFieldGame.com.
For more media information visit www.PlayingTheFieldPress.com.



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