

## Radio Presenter Backs Big Apple Experiment Live on Air!

When Nikki Owen's story about her Big Apple Experiment was mentioned in a National Newspaper, Radio WM presenter Joanne Malin, curious to know how talking to an apple could help make you more attractive, decided she would have a go.

According to Nikki Owen, the UK's leading Charisma and Confidence expert, our thoughts and behaviour can affect the way we look, and having a more positive outlook can significantly enhance our appearance. Nikki suggested that an apple can be used to demonstrate the effect of both loving and hateful thoughts on our faces and bodies – an apple being chosen as closely matching a female body in terms of water content. To undertake the experiment, an apple is cut in half and each half placed in identical jars in identical conditions. Over the course of ten days, you should give out loving words and thoughts to one half and hateful ones to the other. After ten days you look to see the state of decay of each apple.



Joanne Malin who presents the mid-morning magazine show 'Mornings with Joanne Malin on BBC WM' says *"I must admit, talking to two halves of an apple for a week was the craziest thing I've ever been asked to do during my 17 year career as a journalist. I said horrible things to one half and lovely things to the other for 7 days and was expecting to reveal, live on air, that the experiment was a complete waste of time. But to my amazement when my Producer Gary Butcher, opened the jars and revealed the apples during my interview with Nikki, it was clear that the hated half of the apple had in fact rotted a lot more than the side I'd been lovely too! So maybe this proves that us women really can talk ourselves beautiful. Now I'm trying to say positive things to myself in the bathroom mirror every morning and if it helps*

*save money on all the lotions and potions us girls use, it's worth a try."*

Nikki's apple experiment is just a small part of her work in helping people to realise their 'authentic' power. "Charismatic people possess a powerful fusion of attractiveness and presence that commands the attention of others with an irresistible force!" Says Nikki. "Everyone has the power to be charismatic" she said, "but most of us need some help to find and make the most of it".

As well as contributing to TV programmes, Nikki is a highly regarded corporate speaker and also runs her cutting edge two-day seminars, An Audience with



Charisma. The seminars are designed to offer a unique opportunity to hone your skills of persuasion and natural charisma; qualities that exist in abundance in the most powerful and iconic individuals through history. Her courses are attended by business leaders and trainers through to managers and individuals who are looking to improve their effectiveness and happiness in all areas of their lives.



Nikki's next Audience with Charisma seminars are in fact coming to Birmingham, where Nikki will be holding her first ever regional event at The Hotel Du Vin on 26<sup>th</sup> and 27<sup>th</sup> April. For more information about what the seminar covers, or to find out more about The Big Apple Experiment, please visit [www.audiencewithcharisma.com](http://www.audiencewithcharisma.com)

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#### **Notes to Editors:**

Nikki Owen is available for interviews and comment on this and all aspect of the subject of charisma. For further information, images or case study information please contact Nikki Owen's Press Office: Caroline Fosbury, Fosbury PR, call 0208 994 7722 / 07973 318973 or email [caroline@fosburypr.com](mailto:caroline@fosburypr.com)

#### **About Nikki Owen**

Nikki Owen, is a global expert in the art and science of charisma and developed her internal blueprint for charisma following a 32-year lifelong study on how to create a charismatic presence. During the last 18 years Nikki has developed individuals working at all levels of large international organisations and has implemented over 150 different customised learning solutions for organisations across all market sectors. As the creator of The Sales Activator® she has won universal acclaim for changing the face of learning in the future.

In 2008 Nikki published her findings in a white paper 'unleash your hidden charisma' and delivered her first public charisma seminar at Shakespeare's Globe Theatre that generated huge media interest. **For more information visit [www.audiencewithcharisma.com](http://www.audiencewithcharisma.com)**

Nikki Lives in Sevenoaks with her partner Mark and her teenage daughter Rose.

#### **Publications by Nikki Owen**

"Release Your Hidden Charisma" Written and produced in 2008. Based on research with corporate leaders and celebrities to discover the keys to possessing charisma

"The 5 Most Dangerous Trends Facing Sales Leaders Today" Written and produced in 2004. Based on research conducted with 2663 organisations globally, this whitepaper is featured and referred to on hundreds of websites.

"A Second Chance to Live" – Book published by Bantum Press in hardback (1992) and by Corgi in paperback (1993) subsequently translated and published in 16 further countries.