

# MEDIA KIT 2020



**SIMPLE SHUI**

[simpleshui.com](http://simpleshui.com)

a m a n d a g i b b y p e t e r s

[amanda@simpleshui.com](mailto:amanda@simpleshui.com)

---

# ABOUT AMANDA

Amanda Gibby Peters is the creator and founder of Simple Shui™. She's been teaching Feng Shui techniques and tips for over a decade, witnessing the life transformations of her readers + clients. Amanda has been featured in:



FOOD52



GLITTER  
GUIDE

MYDOMAINE

mbg  
mindbodygreen

well+GOOD



Amanda has been called “the Martha Stewart of Feng Shui” – and her work has been featured on Architectural Digest, Well + Good, My Domaine, Food52, Gala Darling, Glitter Guide, AstroTwins and MindBodyGreen.

You can currently listen to Amanda on Amazon’s Alexa.

Amanda is Dallas-based with an international clientele. She lives with her husband and twin daughters, and chronicles her work at [www.simpleshui.com](http://www.simpleshui.com).

---

# NEWS RELEASE

## NEWS

### FOR IMMEDIATE RELEASE

*New Book, **Simple Shui for Every Day**, is “Home Improvement meets Self-Empowerment”*

January 15, 2020

DALLAS, TEXAS –

Amanda Gibby Peters has authored a new book, **Simple Shui for Every Day: 365 Ways to Feng Shui Your Life**. It empowers readers to co-create a better life experience from something within reach – their home!

Feng Shui is a practice that prioritizes the energy of our surroundings in specific ways. Under its influence, we attract and hold onto chi (energy) that supports our happiness and well-being. Gibby Peters says, “I like to think of it as home improvement-meets-self empowerment!”

**Simple Shui for Every Day** is the perfect resource for anyone interested in learning what Feng Shui is and what this ancient practice has to offer. The author states, “There are 365 prompts. One for every day of the year. However, these aren’t specific to the time of year or prescribed in a specific order. All the suggestions are more of a grab-and-go, so it is written for you to have fun! Some are straightforward Feng Shui: do this; don’t do that. Some talk about clutter. Clutter equals resistance in our lives, which means you need to clear it for the magic of shui to have any sway!”

Every single tip shared has been mindfully gathered by Gibby Peters from over a decade’s worth of studying and practicing Feng Shui. She explains that, “**Simple Shui for Every Day** is conversational, unintimidating, and most of all, EMPOWERING. I am lucky enough to know this for sure: Our homes are our stories. With Feng Shui in my life, my story has become a combination of the magic and miracles that happen consistently from living in alignment with its love-based wisdom. And the same can be true for you!”

### ABOUT THE AUTHOR, AMANDA GIBBY PETERS

Amanda Gibby Peters is the voice and founder of Simple Shui. She’s been teaching Feng Shui techniques and tips for over a decade, witnessing the life transformations of readers and clients alike. Amanda has been called “the Martha Stewart of Feng Shui” – and her work has been featured on Architectural Digest, My Domaine, Food52, Glitter Guide, MindBodyGreen, and Well + Good.

You can currently listen to daily Feng Shui tips from Amanda on Amazon’s Alexa.

Amanda is Dallas-based with an international clientele. She lives with her husband, twin daughters, and their rescue dog, Ruby.

### MEDIA CONTACT

Alison Lange | [alison@alisonlangemarketing.com](mailto:alison@alisonlangemarketing.com)  
(210) 573-3087



# SIMPLE SHUI MISSION

My mission is to help you – not convince you – to see life imitates our living space. When we empower our surroundings, we simultaneously empower ourselves. And that is its own kind wonderful.

**Simple Shui™ is a modern-day, mission-driven, and love-based© practice of Feng Shui.**

What we experience in life is often reflected energetically in our surroundings. And when we change what's happening around us in a positive way, we reconfigure what happens in our lives as well. So, Simple Shui™ is my approach to curating + living a good life.

**It's the sweet spot where home-improvement and self-improvement kiss and make-out.**

This work is a process of re-acquaintance and discovery; it's an exploration into what is *really* getting in your way; and it's a pilgrimage that fosters and fuels personal growth, change, and evolution – one room at a time. Because when our home feels better, so do we.

This is more than pretty living + clearing your clutter. And it's not about perfection – which is really a tidy form of procrastination. It's about moving through the imperfections while strengthening our voice; clarifying our mission; and empowering ourselves.

**The work is spiritual; it's holy; and it's why your space matters.**

So, if you've ever wanted to start a revolution, let's talk about your home!

---

# BOOK

---



---

*Simple Shui for Every Day: 365 Ways to Feng Shui Your Life* empowers readers to co-create a different life experience from something within reach – their home!

---

Feng Shui is a practice that prioritizes the energy of our surroundings in specific ways. Under its influence, we attract and hold onto chi (energy) that supports our happiness and well-being. Gibby Peters says, “I like to think of it as home improvement-meets-self empowerment!”

***Simple Shui for Every Day*** is the perfect resource for anyone interested in learning what Feng Shui is and what this ancient practice has to offer. The author states, “There are 365 prompts. One for every day of the year. However, these aren’t specific to the time of year or prescribed in a specific order. All the suggestions are more of a grab-and-go, so it is written for you to have fun! Some are straightforward Feng Shui: do this; don’t do that.

Some talk about clutter. Clutter equals resistance in our lives, which means you need to clear it for the magic of shui to have any sway!”

Every single tip shared has been mindfully gathered by Gibby Peters from over a decade’s worth of studying and practicing Feng Shui. She explains that, “***Simple Shui for Every Day*** is conversational, unintimidating, and most of all, EMPOWERING. I am lucky enough to know this for sure: Our homes are our stories. With Feng Shui in my life, my story has become a combination of the magic and miracles that happen consistently from living in alignment with its love-based wisdom. And the same can be true for you!”

---

# FAQ

What we experience in life is often reflected energetically in our surroundings.

And when we change what's happening around us in a positive way, we reconfigure what happens in our lives as well. So, Simple Shui™ is an approach to curating + living a good life. Here are a few questions that I am asked frequently, especially when someone is new to Feng Shui.

## 1. WHY IS FENG SHUI SO IMPORTANT TODAY?

Physically doing something in our space with intention triggers a whole new level of energy (opportunities and luck), so think of it like home improvement meets self-improvement.

## 2. WHAT ARE SOME EASY FENG SHUI TIPS I CAN INCORPORATE IN MY HOME WITHOUT AN EXPERT?

Clear the clutter. Move 27 things. Keep your front entrance inviting. Fix leaks. Buy fresh flowers for your space to attract good fortune.

## 3. WHAT'S THE FIRST THING YOU WOULD TELL SOMEONE WHO IS INTERESTED IN FENG SHUI?

Getting started has less to do with the arrangement of furniture or clearing clutter – it really has everything to do with LOVE. When we observe love-based practices + rituals daily, we inform and inspire our own personal growth, change, and evolution!

## 4. HOW CAN FENG SHUI ENHANCE MY LIFE?

The energy surrounding us is ALWAYS affecting us, so learning how to use simple FENG SHUI is like getting a cheat sheet for the game of life.

## 5. WHAT'S THE BEST LESSON YOU'VE LEARNED FROM PRACTICING FENG SHUI?

When we live in fear – and that happens in our homes more than we realize – it overrides everything else. Until we overcome fear, self-actualization is impossible. This work is about moving through the imperfections while strengthening our voice; clarifying our mission; and empowering ourselves.



---

# MEDIA MENTIONS

“This one may sound self-explanatory, but there’s good reason to set aside some time to clear up your workspace at the end of the day. ‘A clean and clear desk increases productivity and job satisfaction,’ according to Peters. And there’s more: ‘If that’s not motivation enough, take one guess what ritual top entrepreneurs around the world have in common? A clean desk.’ Ending the day with this practice can also bookend it so that the downtime after a busy day can be productive in its own way.”

**MINDBODYGREEN**

“We spend a third of our lives in bed, so in addition to the perfect mattress, pillow, and sheet set, you probably want to nail the right scent in your room as well. ‘As a guide, let these three words shape-shift your sacred space: sleep, sensuality, and stillness,’ says Amanda Gibby Peters. To put “self-care back in the air,” she says to grab some calming vetiver, sleep-inducing lavender, or energy-cleansing juniper to burn ahead of a good night’s rest.”

**WELL + GOOD**

---

“If your life seems a little too akin to the *Friends* theme song or if you just feel stressed for time in our constantly inundated world, Feng Shui probably isn’t the first thing that comes to mind when contemplating how to spend \$10 or a free afternoon. But despite what you might think, it is fully possible to bring good chi into your home without a large investment of either time or money. And what even is chi? It’s the most fundamental concept of Feng Shui and the only one you need to wrap your mind around in order to get started according to Amanda Gibby Peters, founder of Simple Shui. Chi is another word for energy. It is the life force that exists in every entity on this earth. The end goal of Feng Shui is to invite positive chi into your home so that your life feels both energized and balanced—and yes, even if ‘your job’s a joke, you’re broke, [and] your love life’s D.O.A.’”

**ARCHITECTURAL DIGEST**

---

“If you don’t think you and your house are in a relationship, odds are the relationship could use a little T.L.C. As Feng Shui expert Amanda Gibby Peters puts it, ‘I really do believe that our homes are these living, breathing partners. And it’s not so much that the home is part of *your* life—you get to be part of its life for a while.’”

**FOOD52**

“Organization is not the same as getting rid of clutter. While the two seem collaborative, organized clutter is still clutter. Take an unpaid bill – even if you tuck that sucker out of sight, you still owe the money, right? Same goes for clutter. So, clear the stuff first; organize second.”

**AMAZON / ALEXA**

---

# CONTACT SIMPLE SHUI

Please get in touch with us with general inquiries, press requests, and collaboration opportunities.



- 
-  [simpleshui.com](http://simpleshui.com)
  -  [amanda@simpleshui.com](mailto:amanda@simpleshui.com)
  -  [Instagram](#)
  -  [LinkedIn](#)
  -  [Pinterest](#)

## MEDIA CONTACT

Alison Lange  
[alison@alisonlangemarketing.com](mailto:alison@alisonlangemarketing.com)  
(210) 573-3087



# SIMPLE SHUI

amanda gibby peters