

## 1. About Marcia Lindsey

**My name is Marcia Lindsey, and I am the Sleep Diva.**

**My work involves cognitive-behavioral treatment for Insomnia (CBT-I), an evidence-based set of treatments for Insomnia.** Once thought to be a secondary sleep disorder, often accompanying anxiety and depression and a variety of medical problems, Insomnia is the most common sleep complaint physicians hear and is now known to be an autonomous co-morbid disorder, requiring its own treatment. Treatments for the 'primary disorder' fail to resolve insomnia in 80-85% of cases. CBT-I has been shown to be an effective, non-pharmaceutical treatment for both primary and co-morbid insomnia. It is safe for long-term use, and has better research results than pharmaceuticals over the long term. For most clients, it can be accomplished in short-term sessions. For those clients already on sleep medications who want to decrease or discontinue them, CBT-I is an effective alternative or joint treatment.

Here are some of the highlights of my professional work:

- Mini-Fellowship, Duke University Sleep Medicine Clinic, 2010  
(Awarded by the American Academy of Sleep Medicine)
- Practicing Psychologist in Houston, Texas (licensed since 1980)
- Associate Certified Coach, International Coach Federation since 2009
- Certified MentorCoach since 2006
- Member, American Academy of Sleep Medicine since 2008
- Member, American, Texas and Houston Psychological Associations
- Member, International Coaching Federation

## 2. About the Company

Dr. Marcia Lindsey, a psychologist and certified coach, has devoted over five years of her twenty-five year career to the study and treatment of sleep disorders, particularly insomnia. Dr. Lindsey understands the impact that sleep quality has upon a person's physical health, mood, ability to deal with stress, and overall well-being.

As the negative effects of poor sleep health are plaguing an increasing number of individuals each year, Dr. Lindsey recognizes the need for clients to have access to effective treatment strategies outside of the traditional clinical setting. She has directed her years of experience towards the creation of a new company that serves the needs of adults struggling with the challenges of insomnia. Her expertise helps her clients to navigate the sometimes complex pathway that leads to good sleep.

The outcome is The Sleep Diva. (<http://www.thesleepdiva.com>)

The company, based in Bellaire, TX, provides private consulting, group coaching, and other products and resources addressing sleep health and insomnia treatment. Support is available in person, online, and via telephone.

### 3. Fast Facts:

Company Name: The Sleep Diva

Company Headquarters: Houston, TX

Founded: 2006

Founder: Marcia Lindsey, Psy.D., CMC, ACC

Mission: Education about and treatment for insomnia and other related sleep problems

Financial Information: Private Company with Affiliate opportunities

Products/Services Offered: Private Consulting, Group Coaching, Eight Weeks to Great Sleep program

Target Audience: Adults who suffer from insomnia, particularly midlife executive women.

URLs:

<http://thesleepdiva.com>,

<http://sleepbettertexas.com>

<http://sleepbetterinmidlife.com>

### 4. Need an expert to interview?

Dr. Marcia Lindsey, Psy.D., CMC, ACC, sleep coach and psychologist strikes the perfect balance between research-based scientific evidence and practical information in her approach to treating sleep issues. These are not your mother's typical Sleep Hygiene suggestions. She can speak on a variety of topics, including:

- 10 Major Mistakes We Make In Trying To Get Good Sleep
- What You Eat Is How You Sleep
- How Do I Know If I Have A Sleep Disorder?
- How Much Sleep Do I Really Need?
- What To Do (And Not Do) When You Wake Up During The Night
- Why Does Good Sleep Help Us Lose Weight?
- Sleep Medicines and their Effects; How To Use Less of Them, or None At All and Still Get Great Sleep
- What Happens In Midlife That Affects Our Sleep
- How Does Our Sleep Change As We Get Older

### 1. Story ideas dealing with sleep health

**The Gentle Art of Sleeping.** The SCIENCE of sleep is a complex study of chemical and biological systems. The ART of sleep is a more intuitive way to approach getting to a peaceful state of rest. In this video, psychologist and sleep coach Dr. Marcia Lindsey will share a few simple ideas to help you tune into your body and environment, so you can master the Gentle Art of Sleeping.

**The Sleep-Wake Cycle: You Can't Fool Mother Nature.** In our modern era, we are nearly a 24-7 culture. It may be more convenient for everyone to be able to do things whenever they want, however Mother Nature had a plan in connecting our bodies to the light and dark cycle. Psychologist and sleep coach Dr. Marcia Lindsey explains the impact of

current sleep trends on our health and well-being.

**Seven common mistakes we make in trying to get to sleep.** On any given night 30-70% of us don't find it easy to fall asleep. Let sleep expert Dr. Marcia Lindsey shed some light on a few simple things you can do to boost your chances of successfully getting to sleep.

**What you eat is how you sleep.** We all know that proper nutrition is essential to the overall health of our body. However, you may be surprised as Dr. Marcia Lindsey, sleep coach and psychologist, explains the vital role certain nutrients play in our sleep health.

**Other ideas:**

Insomnia: Are we sympathetic enough to its sufferers?

Gratitude and sleep

Four ways to make your sleeping environment more comfortable

Could I have a sleep disorder - sleep apnea

What to do if your bed partner snores

Should you take a nap?

How much sleep do we really need?

6. Hi Res photo – sent separately