

New Book Rethinks Pro-Life Cause; Seeks To Gain Market Share in Fight to Empower Women to Choose Life

Consumer Marketing Expert Proposes “Movement to Thrive” to Support Women During Pregnancy and Beyond

Dallas, TX, September 15, 2022 – Brett Attebery, President and CEO of [Heroic Media](#), released his latest book, unveiling a cutting-edge approach to ending abortion. [Your Pro-Life Bottom Line](#) makes the case that now is the time to invest heavily into healthcare efforts that will make abortion undesirable to thriving, empowered, supported women.

“We want to create a movement that challenges Americans to go beyond providing only for the immediate material needs of women experiencing unexpected pregnancies. We want to empower a woman, who has chosen to keep her child, to *thrive*, achieving her deep desire for human connection, achievement, and self-fulfillment,” Attebery said.

Attebery utilizes basic economic principles of supply and demand to cut through the noise and focus on effective pro-life efforts. Abortion is an industry, and women seeking abortions are its consumers. Most pro-life efforts are focused on limiting the “supply” of abortion such as shutting down Planned Parenthood locations. Although he argues that this is still essential, *Your Pro-Life Bottom Line* asserts that focusing on the “demand” side of the economic equation produces a far greater return on investment of pro-life dollars and efforts.

“Many pro-life dollars are not making the impact they could, simply because pregnancy centers don’t see themselves as ‘competing for a consumer’: the abortion-seeking woman,” Attebery said. “If pro-life investors want to succeed, they must invest in centers that see themselves as *competitive organizations*, measuring their impact by market share gains against the industry giant Planned Parenthood.”

But Attebery points out that no business is too big to fail, especially when demand for the product is undercut. “We don’t want to *just* limit access to abortion. We want to provide alternatives so powerful that many more women will choose what we offer rather than choose abortion,” Attebery said.

The problem is that Planned Parenthood has done a great job in dominating the market. This is where Heroic Media comes in. Heroic Media is a non-profit organization that specializes in direct response marketing services such as ads on the internet to redirect abortion-seeking women away from Planned Parenthood, connecting them instead to highly skilled pregnancy centers.

Attebery’s expertise is fueled by a successful career in marketing followed by a powerful mid-life change of heart regarding abortion. “I experienced profound regret about the role I played in the abortion of my own child many years ago,” Attebery said. “After that, I knew I wanted to help others not make the same mistake I did.”

After this experience, he left behind his career in high tech and dedicated himself to the pro-life cause. In addition to his role as President of Heroic Media, Attebery founded *Pro-Life Magazine* and serves as Chairman of National Prayer Luncheon for Life.

For more information on Brett Attebery and a complete press kit, visit www.brettattebery.com/press-kit.

To request a promotional copy of *Your Pro-Life Bottom Line* or an interview with Brett Attebery, contact Carrie Kline at carriek@revolutionizingmissions.com.

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