

MEDIA KIT



Michele Frizzell

INSTRUCTOR, AUTHOR, SPEAKER

Michele is dedicated to sharing about the four-player Chinese tile-melding game, which requires critical thinking, situational awareness, and social acuity to play it well.

She publishes educational, enriching, and entertaining content for players and instructors on her website and YouTube channel.

Michele Frizzell is a mah jongg instructor, author, and speaker. She and her mom, Carolyn, first learned to play Wright-Patterson Mah Jongg in 1973, and the game became their shared passion. Carolyn passed away from cancer in 2004, and Michele continued to share the game in her honor. Michele has since learned several versions, including the National Mah Jongg League version.

In 2017, Michele moved to rural Georgia and could not find anyone to play with, so she decided to become a YouTube creator to share her passion online. She has published over 3k videos and has over 60k subscribers.

Michele wrote the American Mah Jongg Primer Volume 1 with information to teach a beginner about the rules of the game and included carefully selected skills and strategies so they can play the game with confidence.



Available at
amazon



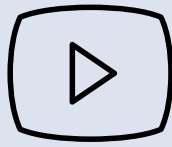
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She wrote the American Mah Jongg Primer Volume 2 to help experienced players refine their playing style and optimize their winning potential.

SOCIAL INFLUENCE



90k
FOLLOWERS



60k
SUBSCRIBERS

AUDIENCE



70%
RETIRED



96%
FEMALE



\$75k+
INCOME



MAHJ LIFE REACH

- 90,000+ Facebook Community Members
- 60,000+ YouTube Subscribers
- 5,000+ Monthly Google Search Visitors
- 240,000+ Monthly Google Search Impressions
- 400+ Mahj Life Instructor Guild Members Nationwide



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