

# INFLUENCE MEDIA NEWS

May 2025

Produced by Influence Media: PSI TV

**New TV Channel  
Drop!** (Pg 3)

**Introducing:** (Pg 2)  
**Dr. Trudy Beerman**





## **Doctor Trudy Beerman, DSL. FINALLY! Now I Can Share my Research.**

I'm DONE!

I am doing my happy dance, and I know I look silly, but I am too excited to care. I am DONE!

The doctorate is in the bag! This month (May 2025), I completed my Doctorate in Strategic Leadership (DSL) at Liberty University. It took years and lots and lots of tears. I wanted to quit over and over. According to stats, 66% of those who start their doctorate fail to complete it, so this feels like a monumental accomplishment, and I am so glad it is now in my past.

People keep asking me what I will do with this DSL, considering you all know me to be in TV Media. The short answer is - more of the same!

I expect to be in the expert's chair more often in the future, not just the interviewer's chair. I have research results to share, and I will get in front of audiences that others have

curated so that I, too, can expand the reach of my message regarding my doctoral research and findings.

Here is a sneak peek...

The findings directly benefit experts who built businesses to serve others with their expertise, especially those who coach. Experts in the PSI TV interview chair have the unspoken goal of developing their business for success. PSI TV is a leveraged activity in that process, and we take that milestone seriously.

Having served hundreds of experts, we have observed patterns addressed in our research, gaining data beyond our media observations.

We have confirmed that too many experts are big fish in small ponds, a significant bottleneck to your success. PSI TV is honored to contribute to your success and expansion, and based on our research findings, we have amplified our options to serve.



## New Channel Drop! Cut Lifestyle TV Goes Live on Roku

Master Trainer, David Moore  
 launches Cut Lifestyle TV.  
 Fitness. Self-Development. Growth.



Introducing Experts You Need to Know

and more...

### New Channel Spotlight: CUT Lifestyle TV Joins the PSI TV Network Lineup

The rise of business channels on Roku  is transforming how brands connect with audiences worldwide! In this episode of PSI TV, meet David Moore, an 18-year master certified personal trainer and health professional, as he unveils his new Roku channel, Cut Lifestyle TV. Available in 17 countries, this exciting new platform brings holistic fitness, self-development, and lifestyle content straight to your living room.

Built by PSI TV, Cut Lifestyle is our latest Channel drop! David Moore decided that his brand and service are premium, and owning a TV channel aligned with his brand vibe. This shift from social media alone to a branded TV presence boosts credibility and household reach, a strategic move for modern entrepreneurs.

Content on Cut Lifestyle TV is centered on helping people grow both internally and externally. From meditations to mindset shifts, parenting advice to personal finance tips, David's content reflects the full spectrum of self-development.

The channel is designed to evolve, with plans to integrate live broadcasts and a website-embedded player, removing barriers to viewership. For David, this channel isn't just about fitness; it's about a disciplined, high-value lifestyle that inspires others to grow.

PSI TV celebrates David Moore's launch as another example of how experts can elevate their influence through customized, branded TV channels. CUT Lifestyle TV is now live and ready to empower viewers on their journey to holistic self-improvement.

#### PSI TV Stats for this episode

 2564 views, 117 likes,

 1674 likes

 85 likes

 684 likes



## Liberty University Launches Tampa, FL Alumni Chapter

Past, Present, Potential Students  
Connection Opportunities for Fun & More.



### How Online Students Can Build Real Community: Liberty Alum Tampa

Online students often miss out on the campus experience that helps form friendships, business connections, and support systems. That’s exactly why Liberty University’s Alumni Relations Office launched a Tampa Alumni Chapter—to help bridge that gap for students and graduates in the area.

Dr. Trudy Beerman, a Liberty alumna, noticed there was no local alumni presence when she completed her master’s degree. Years later, after finishing her doctorate in Strategic Leadership, she partnered with the university to help bring the Tampa chapter to life.

According to Dr. Greg Tilley, Executive Director of Alumni Relations, Liberty currently has 15 active chapters, including one in Canada, with plans to expand by 7–12 more each year. These chapters exist to serve the Liberty community—offering fellowship, mentorship, and ways to get involved locally.

Each chapter is uniquely tailored to the city it serves. In Dallas, events may center around sports; in Columbus, they might include Topgolf. Whether you’ve taken one class or earned a full degree, you’re part of the Liberty family.

If you're ready to connect with other Liberty-minded individuals in your area, now’s the time to get involved. Learn more or join [the Tampa Chapter’s Facebook page](#)

Let’s bring Liberty closer to home.

#### PSI TV Stats for this episode



1318 views, 58 likes,



1148 likes



386 likes



452 likes



## Unlock the Power of Perception with the “As Seen on PSI TV” Badge

Something exciting just dropped for PSI TV guests—and it’s more than a badge. It’s a credibility booster, a trust trigger, and a brag-worthy symbol of expert status.

We’re proud to unveil the official “As Seen on PSI TV” badge, now available to our featured guests.

This sleek, professional emblem is more than just a graphic. It’s proof. Proof that you were spotlighted on a global streaming platform available on Apple TV, Roku, Amazon Fire, and VIDAA TV.

When potential clients see this badge on your website, media kit, or social profiles, they instantly know you're not just “in the game”—you’ve been featured on a platform that champions experts. It signals that your voice matters, your message is TV-worthy, and your influence extends beyond social media.

Think of it as your **digital trophy**.

The “As Seen on PSI TV” badge helps you stand out from the competitive noise. It creates a perception of authority and builds instant trust with your audience—two things that convert browsers into buyers.

If you’ve been interviewed on PSI TV, this badge belongs on your brand. If you haven’t yet... now’s the time to change that.

Claim your seat. Claim your badge. And start showing the world that your expertise deserves the spotlight.

Former guests, send an email to Dr. Trudy Beerman at [support@trudybeerman.com](mailto:support@trudybeerman.com), SUBJECT LINE: As Seen on PSI TV Badge,” and we will email you the logo.



### Be a Guest on PSI TV

Get in front the PSI TV audience at our channel presence on Apple TV, Roku TV, Amazon Fire TV, and VIDAA TV. We also repurpose the TV interview for an expanded exposure to our ever-growing audience on YouTube, Facebook, IG and more. [Learn More](#)



### 5X Profile Maxxing! Get Found & Famous.

Build your influential reach and become the name people know for the thing you do. This course/consultation/resource package is designed to get you an expanded, authoritative audience reach. [Learn More Here](#)



### If Your Brand is More Tiffany’s Than Walmart Owning a TV channel may be for you.

Experts, Podcasters and business owners who create video content now have the opportunity to share their content to a TV audience with a branded TV channel. If you want to step away from the competition, be on TV. This is also a ‘baller’ move that establishes authority to your brand. [Learn More](#)



Trudy Beerman, CEO

PSI HQ  
2801 W. Busch Blvd,  
Suite 200  
Tampa, FL 33618



**Categories:**

- [Featured Guests](#)
- [PSI TV News](#)
- [Technology](#)
- Misc.
- [Influential Reach](#)
- [Past Issues](#)
- [Guest Submissions](#)

# Tools I Use!

I use Get Response to send emails, including the one I used to send you this publication. I also build my funnels and courses here.



I use TAJA to optimize my YouTube videos and to turn a video into multiple types of content. For example, having made the video, it will repurpose it into multiple short form videos and a blog post.



## Turn Knowledge into Revenue

GetResponse AI Course Creator

BUY NOW →



## Turn ONE Video into Multiple Social Post!



The AI tool every YouTuber needs

I use this AI tool DAILY!



Automatic Shorts  
Blog posts  
Thumbnails  
and more!