



Be Yourself Everyone Else is Already Taken

*Transform Your Life with the Power of
Authenticity*

Mike Robbins

"Mike's book is a wonderful expression of authenticity in action – clear, honest, instructive, and a passionate call to be your true self."

– **Cheryl Richardson**, NY Times bestselling author, *Take Time for Your Life*

"Mike Robbins provides a clear guide for intelligently and compassionately coming face-to-face with yourself and loving the person you meet. His five principles of authenticity teach us how to embrace and celebrate all aspects of who we are."

– **Michael Bernard Beckwith**, author, *Spiritual Liberation*

BE YOURSELF, EVERYONE ELSE IS ALREADY TAKEN first explores why it can be hard for us to be authentic – the familial, cultural, and personal influences, thoughts, and fears that make it difficult for us to do and say what is true for us, or lead us to believe that who we are is not acceptable enough. The book then presents simple yet effective ways to exercise the power of authenticity in our relationships, work, and life. The ideas, principles, and practices laid out in this book give you specific techniques which allow you to:

- Express yourself fully and with confidence
- Confront and transform fear
- Deal with conflicts directly and resolve them effectively
- Take risks and go for what you truly want
- Have more freedom and confidence in your work, your relationships, and your life

It's easy to take what you learn in *Be Yourself, Everyone Else is Already Taken* and apply it to your life now!

MIKE ROBBINS says, "Authenticity is enjoying a new sense of freedom to be who you really are - yourself, natural and without a mask." In *Be Yourself, Everyone Else Is Already Taken*, Robbins offers five powerful principles of authenticity and then provides action plans, exercises, resources, and anecdotes that demonstrate how to apply these principles on a daily basis in life. Written for people who want to improve their lives, their work, and their relationships, the book is brimming with inspiration and practical help, all grounded in cognitive and positive psychology.

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The Five Principles of Authenticity

Principle #1 – Know Yourself

Principle #2 – Transform Your Fear

Principle #3 – Express Yourself

Principle #4 – Be Bold

Principle #5 – Celebrate Who You Are

More Praise for

BE YOURSELF, EVERYONE ELSE IS ALREADY TAKEN

“Be Yourself, Everyone Else is Already Taken is an empowering and refreshing book about how to be successful, real, and fulfilled in life. I highly recommend it.”

– **Gay Hendricks**, NY Times bestselling author, *Five Wishes*

“With so many self help books going over safe and well worn territory, here is a groundbreaking and well written treatise on something we all need and that has before this eluded clarity. This is an excellent book!”

– **Fred Luskin, Ph.D.**, author, *Forgive for Good* and Director of the Stanford Forgiveness Project

MIKE ROBBINS delivers motivational keynote addresses, personal development workshops, and coaching programs for individuals, groups, and organizations. As a highly sought-after speaker and coach, Mike works with Fortune 500 companies, government agencies, nonprofits, and individuals from all walks of life. He empowers people to be successful and authentic, to create meaningful relationships, and to appreciate themselves and those around them.

He is the author of the best-selling book *Focus on the Good Stuff: The Power of Appreciation* and a contributing author to *Chicken Soup for the Single Parent's Soul*. Mike and his work have been featured on *ABC News* and the *Oprah and Friends* radio network, as well as in *Forbes*, *Ladies Home Journal*, *The Washington Post*, and many others.

Mike's clients include Chevron, Wells Fargo Bank, the U.S. Department of Labor, the Arizona Diamondbacks, AT&T, and many others.

Mike, a former pro baseball player with the Kansas City Royals, lives with his wife and their two daughters in the San Francisco Bay Area.



To book Mike for a speaking engagement, media interview, or for more information, contact:

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