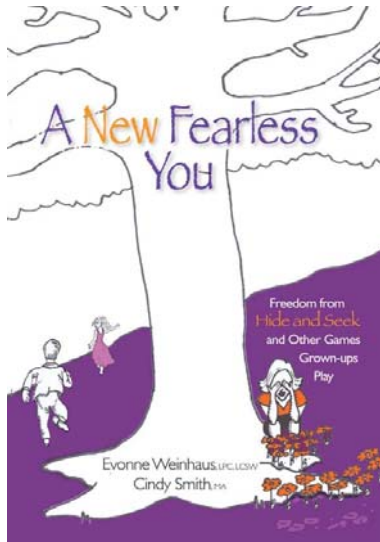


# How to: Self Help on Overcoming Fear

## A New Fearless You

Shows How Stressed-Out Grownups Can Stop Playing Childhood Games



Based on the premise that grownups still play games like *Hide and Seek* and *Simon Says* when they're afraid, stressed out or their backs are against the wall, *A New Fearless You* provides a thought-provoking approach to overcoming your fears and developing a new game plan, one that puts fear in its place – in the rearview mirror. *A New Fearless You* is unique in that it takes the dark and often debilitating subject of “fear” and presents it in a lighthearted language, one that everyone can relate to – games. Games like *Mother May I*, *Tag* and ultimately *Playing Together in the Sandbox* and *Pin the Tail*, all lead up to the premise that when people take the blindfold off, they are ready to live a life best described as fearless.

176 pages

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Available from: Breakthrough Transformations at [www.anewfearlessyou.com](http://www.anewfearlessyou.com)

**Weinhaus and Smith.** Evonne Weinhaus started her writing career co-authoring two books for parents -- *Stop Struggling with Your Teen*-- and *Stop Struggling with Your Child*. *Stop Struggling With Your Child*, co-authored with Karen Friedman, won *Child's Magazine* award for Excellence in Family Issues. More than a quarter of a million copies were sold and Weinhaus was featured on TV – the *Oprah Winfrey Show*, *Today Show* and *Good Morning America* – and in magazines – including *Woman's Day*, *Family Circle*, *Working Mother's McCall's*, *Selling Power*, *Balance*, and *New York Times Syndicate*. Weinhaus is also a celebrated speaker and a relationship therapist.

### Audience

Women are the largest purchasers of self-help books, particularly women between the ages of 40 – 60. The audience of this book includes all women, but specifically:

- Spiritual women
- Both men and women who have purchased self help books previously
- The 50 million men and women considered “Cultural Creatives”
- Prior purchasers of Weinhaus's books

### Marketing Plan

With Smith's 20 years of experience in Internet Marketing and Weinhaus's previous track record of success with radio and TV interview, the authors have aggressive publicity plans throughout the year. Will start in St. Louis and Denver (their hometowns) and move nationally. These include:

- Radio Interviews
- TV appearances
- Articles published in national magazines, including national and local press releases
- Social media, blogging and speaking engagements to promote the book

For more information, contact Evonne Weinhaus at 314-872-3020, or email at [Evonne@anewfearlessyou.com](mailto:Evonne@anewfearlessyou.com).