



WILLIAM MORROW
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FOR IMMEDIATE RELEASE:

THE ULTIMATE GUIDE TO MASTERING YOUR MENTAL STRENGTH FROM
PSYCHOTHERAPIST AMY MORIN, LCSW, BASED ON HER INTERNATIONALLY-KNOWN
VIRAL BLOG POST ON RESILIENCE, THE REVOLUTIONARY NEW BOOK:

13 THINGS MENTALLY STRONG PEOPLE DON'T DO
Take Back Your Power, Embrace Change, Face Your Fears and Train
Your Brain for Happiness and Success

"Her advice is crisp, precise and actionable." -- Success Magazine

"Great thoughts from Amy Morin LCSW in her new book, 13 Things Mentally Strong People Don't Do. I recommend it." -- John Maxwell, Author of 8 New York Times Bestsellers

HIGHLIGHTS ABOUT AMY'S NEW BOOK:

- *Published in 21 languages*
- *Indie Bestseller List*
- *Hudson Bookseller Bestseller List*
- *Appearances in Cosmopolitan, Elle, Good Housekeeping, Oprah.com, Success, Fast Company, The Blaze TV, Fox News*

Have you ever...

- *Complained about all the things you "have to" do in life?*
- *Been afraid to make major changes out of fear that it might get worse?*
- *Felt frustrated by your lack of self-discipline?*
- *Struggled with major regrets about your past?*

Then you've been face-to-face with some of the 13 common habits that hold us back from success. Now, in her groundbreaking, practical, and accessible new book, **13 THINGS MENTALLY STRONG PEOPLE DON'T DO: Take Back Your Power, Embrace Change, Face Your Fears and Train Your Brain for Happiness and Success** (William Morrow; Publication Date: January 1, 2015; Hardcover; \$26.99 – also available in e-book and audio) psychotherapist Amy Morin reveals the 13 habits that weaken our mental muscle and shares her pragmatic, concise tips to find better ways to cope with life's challenges

THE 13 THINGS MENTALLY STRONG PEOPLE DON'T DO ARE:

1. They Don't Waste Time Feeling Sorry For Themselves
2. They Don't Give Away Their Power
3. They Don't Shy Away From Change
4. They Don't Waste Energy on Things They Can't Control
5. They Don't Worry About Pleasing Everyone
6. They Don't Fear Taking Calculated Risks
7. They Don't Dwell on the Past
8. They Don't Make the Same Mistakes Over and Over
9. They Don't Resent Other People's Success
10. They Don't Give Up After the First Failure
11. They Don't Fear Alone Time
12. They Don't Feel Like The World Owes Them Anything
13. They Don't Expect Immediate Results

When Morin was twenty three years old and lost her mother suddenly to a brain aneurysm, she allowed herself to grieve and eventually set herself on a path of healing – using many of the skills she gave to her own clients. Three short years later, however, she lost her husband to a heart attack. Grief, again, overwhelmed her – but, with time, it got better. Then, five years later, after finding love again, when her new husband's father ran out of treatment options for an aggressive cancer, it changed everything.

Opening up for the very first time about her personal struggles, Morin reveals how thinking about her father-in-law's death forced a very real “aha” moment for her. “I sat at the table thinking about how unfair it was, hard it was going to be, and how much I wanted things to be different,” she writes. But she knew that if she let herself fall into the trap of thinking that her situation was worse than anyone else's, or if she convinced herself that she couldn't handle another loss by agonizing over something beyond her control, she would never heal.

It was at that moment that Morin sat down and wrote her now internationally-known viral blog post, “13 Things Mentally Strong People Don't Do” – based on the 13 Things and habits that could hold her back from navigating personal loss, if she allowed them to take hold of her – and posted it on her personal blog and on Lifehack. It resonated so much with readers that it was picked up by Forbes.com, where it received roughly 10 million views in a few weeks.

Now, for the first time, Morin shares her inspirational backstory and expands upon the 13 Things from her viral post. Sharing her tried-and-true practices for increasing mental strength, in **13 THINGS MENTALLY STRONG PEOPLE DON'T DO**, Morin shares how to fortify your mental muscle and drastically improve the quality of your life. “Developing mental strength,” she writes, “is about improving your ability to regulate your emotions, manage your thoughts, and behave in a positive manner, despite your circumstances.”

Laid out in an easy-to-follow format, readers can simply flip between the 13 Things, focusing on those that they need to improve the most.

In 13 THINGS MENTALLY STRONG PEOPLE DON'T DO you will learn:

- How to identify irrational thoughts and replace them with more realistic ones
- Why developing mental strength isn't about chasing happiness
- Why mental strength isn't synonymous with mental health – and why you CAN still be mentally strong even if you have depression, anxiety, or other mental health problems
- How to control your emotions so your emotions don't control you
- How to create realistic expectations about how long it will take to reach your goal, and how difficult it might be
- Why cooperating rather than competing with everyone will make you stronger
- How to make peace with the past so you can live in the present
- How to take risks that could benefit you the most, even the kind that may cause some anxiety
- Strategies to tolerate uncomfortable emotions associated with conflict and confrontation
- Ways to take full responsibility for how you choose to spend your time and energy
- How to develop resilience to life's inevitable obstacles and tragedies

With anecdotes from her work as a college psychology instructor and psychotherapist, as well as personal stories of how she bolstered her own mental strength – like her annual celebration of her late husband's birthday (which has involved everything from skydiving to swimming with sharks), Morin opens each chapter with a profile of an individual challenged by one of the 13 Things. Followed by self-identifying quizzes, readers are challenged to determine whether they, too, fall prey to this particular defeating behavior. Outlining ways to shift our thinking, and ending each chapter with bulleted points on common traps for making change, **THE 13 THINGS MENTALLY STRONG PEOPLE DON'T DO** answers what we should *not* do when we encounter adversity and explains how we can be happy and succeed instead.

Increasing your mental strength can change your entire attitude. It takes practice and hard work, but with Morin's specific tips, exercises, and troubleshooting advice, it is possible to not only stretch your mental muscle but also drastically improve the quality of your life. **THE 13 THINGS MENTALLY STRONG PEOPLE DON'T DO** will show you how.



AMY MORIN is a licensed clinical social worker, college psychology instructor, and psychotherapist. She is the only person in the psychology industry who is talking about mental strength on a global level. She lives in Enfield, Maine.

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QUESTION & ANSWER WITH AMY MORIN:

-This book was inspired by a blog post you wrote in November 2013 on mental strength. What inspired you to write that post?

-How do you define mental strength?

-Why do you focus on the things mentally strong people *don't* do?

-Can people who have mental health issues, like depression, still develop mental strength?

-What are some of the benefits of gaining mental strength?

-How do you recommend that people maintain mental strength, long after they've closed your transformative book?