



# 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*

*"In this book Mike Robbins challenges us to be ourselves, speak our truth, and live with authenticity. Utilizing these principles will allow you to take your life, work, and relationships to the next level."*

– **Tom Rath**, NY Times bestselling author, *StrengthsFinder 2.0*

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**BE YOURSELF, EVERYONE ELSE IS ALREADY TAKEN** first explores why it can be hard for us to be authentic – the organizational, 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 we don't have the power or importance to speak up. The book then presents simple yet effective ways to exercise the power of authenticity in our work, with others, and with ourselves. The ideas and exercises laid out in this book give you specific techniques which allow you to:

- Express yourself fully and with confidence
- Move beyond fear and doubt
- 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 and work. Written for people who want to improve their work, their relationships, and empower those around them, the book is brimming with inspiration and practical help, all grounded in positive psychology and strengths-based leadership and teamwork principles. Authenticity is critical to success in life and business these days!

**Hardcover | 238 pages**

# ***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*

*“We live in a world where the lines between fake and real have blurred. Be Yourself, Everyone Else is Already Taken teaches you how to access and express the realness you crave in your work, your relationships, and yourself.”*

– **Jon Gordon**, author, *The Energy Bus*

**MIKE ROBBINS, CSP** delivers motivational keynote addresses, customized seminars, and coaching programs for Fortune 500 companies and organizations of all kinds. As a highly sought-after keynote speaker and coach, Mike works with and speaks to individuals, leaders, teams, and entire companies – teaching them powerful techniques for greater success, engaging teamwork, and enhanced productivity. He has worked with organizations such as Wells Fargo, Google, Chevron, AT&T, Kaiser, the U.S. Department of Labor, New York Life, Apple, the State of California, and many more.

He’s the author of the award-winning, best-selling book *Focus on the Good Stuff* and a contributing author to *Chicken Soup for the Single Parent’s Soul*. Mike and his work have been featured on *ABC News*, as well as in *Forbes*, *Fast Company*, *The Washington Post*, and many others.

Mike was drafted by the New York Yankees out of high school, but chose instead to play baseball at Stanford University. He then played baseball professionally with the Kansas City Royals until an injury ended his career while he was still in the minor leagues.

Mike 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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