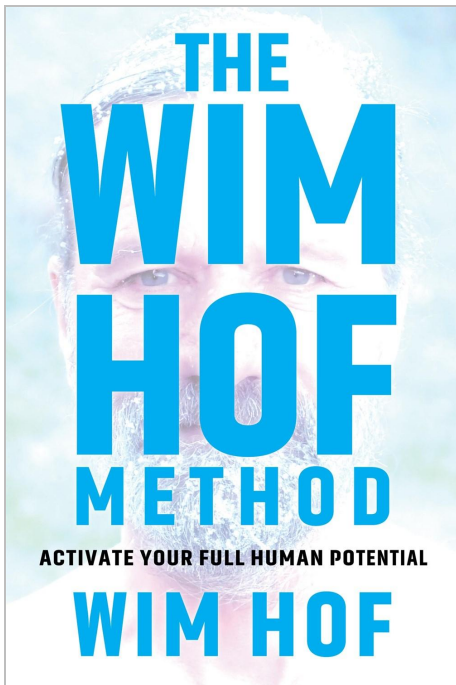




**sounds true**

WAKING UP THE WORLD

FALL 2020



**HEALTH & FITNESS /  
ALTERNATIVE THERAPIES**

Sounds True | 10/20/2020  
9781683644095 | \$25.99 / \$33.99 Can.  
Hardcover with dust jacket | 224 pages | Carton  
Qty: 48  
9 in H | 6 in W  
B&W infographics

**MARKETING**

Major national media outreach to TV, radio, podcast, print & online outlets  
Author appearances in select US cities  
\$100K marketing and publicity budget  
Major multi-platform pre-order campaign to author's community (200K email subscribers + 1M social media followers)  
Social media advertising campaign for "Wim Hof Challenge" for community engagement, pre-orders, and lead generation  
Live author video with Q&A at launch  
Dedicated eblast to targeted segment of Sounds True 1.5M list + promo to 450K social f...

## The Wim Hof Method

*Activate Your Full Human Potential*

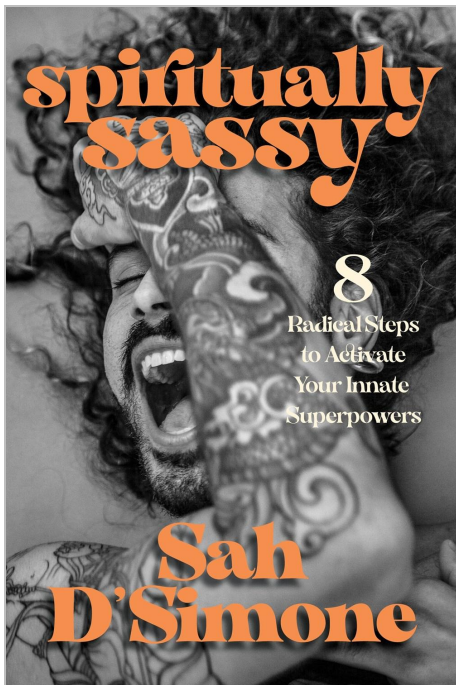
Wim Hof

**The only definitive book authored by Wim Hof on his powerful method for realizing our physical and spiritual potential**

Wim Hof has a message for each of us: “You can literally do the impossible. You can overcome disease, improve your mental health and physical performance, and even control your physiology so you can thrive in freezing temperatures.” With *The Wim Hof Method*, this trailblazer of human potential shares a method that *anyone* can use—not just extreme athletes or spiritual masters—to supercharge your capacity for strength, health, and happiness. Wim Hof has become a modern legend for his astounding achievements, such as withstanding extreme temperatures, breaking world records, and running barefoot marathons over deserts and ice fields. In his gripping and passionate style, Hof shares the story of how he developed his method, along with testimonials and new insights from the university research studies on its amazing results. With guidance suited for any reader—young or old, sick or healthy—you’ll learn how to harness three key elements of Cold, Breathing, and Mindset to take charge of your own mind and metabolism.

Yet the most important result of Hof’s method goes beyond improved health or performance—it is a path for reconnecting with your spiritual nature. “With these practices, you awaken to your inner source of power and fulfillment,” he says. “You find you can control your destiny.”

**Wim Hof**, a.k.a. “The Iceman,” holds multiple world records for his feats of endurance and exposure to cold. The benefits of his method, now practiced by tens of thousands, have been validated by eight university research studies. He has been featured on the BBC, VICE Media, and the Discovery Channel; *The Joe Rogan Experience*, *The Tim Ferriss Show*, and *The School of Greatness* podcasts; and in the bestselling book *What Doesn't Kill Us* by Scott Carney. He lives in the Netherlands with his family. F...



### SELF-HELP / PERSONAL GROWTH

Sounds True | 9/22/2020

9781683644897 | \$24.99 / \$32.50 Can.

Hardcover with dust jacket | 232 pages | Carton

Qty: 24

9 in H | 6 in W

N/A

#### Other Available Formats:

Audio ISBN: 9781683645641

### MARKETING

Pre-order campaign, targeting author community [38K Instagram; 9.3K Facebook]

Print advertising in Publishers Weekly  
Video advertising campaign on YouTube, Facebook, Instagram, featuring author videos

Influencer campaign, targeting endorsers and author network

Dedicated eblast to large segment of ST email list [1.7 million subscribers]

Meme campaign featuring provocative, inspiring quotes from the book

Promotion across ST social media followers [500K followers]

Targeted media outreach to health & well...

## Spiritually Sassy

*8 Radical Steps to Activate Your Innate Superpowers*

Sah D'Simone

### Be bold, take up space, and enjoy being yourself fully with a next-generation spiritual teacher

You are worthy of abundance, health, silk pajamas, clarity, laughter, vegan cake, forgiveness, dance parties, wisdom, confetti, love, and authentic spirituality. Because being yourself *is* spiritual. And that means being your whole self—even the parts you've felt ashamed of, thought you should change, or figured just "weren't spiritual" enough.

In *Spiritually Sassy*, next-generation teacher Sah D'Simone speaks to the world we live in today—brown, black, queer, straight, femme, flamboyant, masculine, white, or transgender—sharing eight steps to help all of us celebrate our most radically authentic and spiritual selves. The ultimate goal? In Sah's words, "to find freedom, honey."

Sah's teachings resonate with a generation of seekers who aren't looking for a spirituality that talks at them or tells them how to live. They want to grow and evolve in creative ways that fit their individual needs. They want self-love, art, movement, fun, *and* meditation. With *Spiritually Sassy*, Sah *answers the call, offering* new twists on classic spiritual concepts. "It is my mission in life to help you find your sass—whatever that means for you," writes Sah, "so it can radiate out and touch everything you do."

*Spiritually Sassy* isn't a quick fix, spiritual bypassing, or entitlement—it is a life-embracing path to awakening in modern times.

**Sah D'Simone** is an advocate for the mental health and well-being of underserved communities including LGBTIQ and POC, a meditation and wellness coach, and is now one of New York's most sought-after meditation teachers. D'Simone has shared the stage with Dan Harris, Yung Pueblo, and Ruby Warrington, to name a few. He's taught everywhere from Kripalu and the Omega Institute to Google and the MoMa, and everyone from CEOs of Fortune 500 companies to celebrities. He lives in New York. For more, visit...



## PETS

Sounds True | 10/27/2020

9781683646976 | \$15.99 / \$20.99 Can.

Hardcover with dust jacket | 112 pages | Carton

Qty: 48

7 in H | 7 in W

fully illustrated, 49 B&W photos

## MARKETING

Dedicated social media campaign to celebrate the book during National Cat Day (October 29) and for the 2020 holiday season to author's 35K followers and ST's 475K followers

Finished book mailing to grief bloggers, veterinary medicine associations, bookstores with cats, cat rescues with large platforms with offer to host giveaway  
Trade advertising in Publisher's Weekly for the holiday season

# P.S. I Love You More Than Tuna

Sarah Chauncey

**The first illustrated gift book for adults grieving a companion cat, celebrating the often quirky bond between humans and felines.**

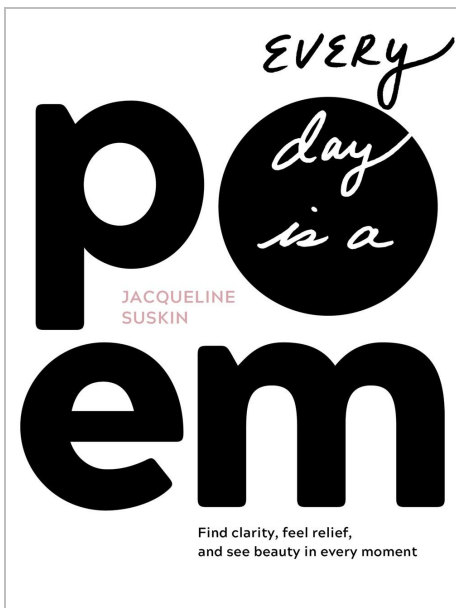
Our cats occupy a unique space in our hearts. When they're gone, the loss can be devastating, the grief even more profound than when a human friend passes away. The human-animal bond transcends language.

*P.S. I Love You More Than Tuna* gives friends and loved ones an opportunity to step forward and offer tangible comfort during the grieving period, when many people feel isolated and misunderstood after a beloved pet dies.

Heartfelt but not saccharine, this first-of-its-kind book offers readers solace and inspiration using *New Yorker*-style illustrations paired with simple, evocative language.

It is a universal ode to the special and often quirky bonds we forge with our companion cats that will help many people through the dark aftermath of loss.

**Sarah Chauncey** is a writer and editor who's worked in nearly every medium for over 25 years. She's been a writer, interviewer, and producer (MTV Networks/VH1, Comedy Central, MuchMusic, Alliance Atlantis). Her writing has been featured in EckhartTolle.com, Modern Loss, and *Lion's Roar*. Sarah lives on Vancouver Island in British Columbia. More at [sarahchauncey.com](http://sarahchauncey.com).



## Every Day Is a Poem

*Find Clarity, Feel Relief, and See Beauty in Every Moment*

Jacqueline Suskin

**Discover the power of poetry for understanding difficult emotions, navigating confusion, and revealing the intrinsic beauty of all existence.**

How do we deal with the heaviness of everyday living? When we are surrounded by uncertainty, distrust, and destruction, how do we sift through the chaos and enjoy being alive?

In *Every Day Is a Poem*, Jacqueline Suskin aims to answer these questions by using poetry as a tool for finding clarity and feeling relief. With provocative questions, writing practices, and mindset exercises, this celebrated poet shows you how to focus your senses, cultivate curiosity, and create your own document of the world's beauty. Emphasizing that the personal is inextricable from the creative, Suskin offers specific instructions on how to make a map of your past, engage with your pain, and write poems for healing and insight.

Poetry isn't a magic cure-all that makes adversity vanish, but it does summon the wondrous and sublime out of the shadows. Suskin seeks to remind you how incredible it is to be alive at all, even when it hurts. Most importantly, *Every Day Is a Poem* reveals that we all have the ability to weave beauty and meaning out of otherwise difficult and overwhelming times.

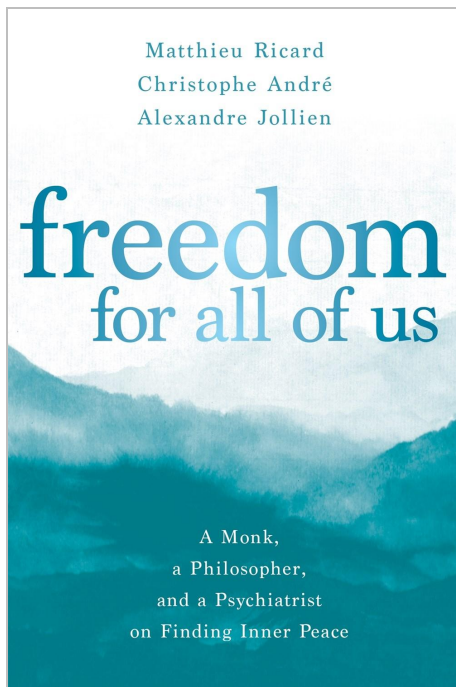
**Jacqueline Suskin** is a poet and teacher who's composed more than 30,000 poems with her ongoing improvisational poetry project, Poem Store. She's written for Oprah, Maria Shriver, Gwyneth Paltrow, Cheryl Strayed, and Hillary Clinton; collaborated with Nike, Nasty Gal, PayPal, and Wanderlust Festivals; and has been featured in *the New York Times*, *the Atlantic*, and *Man Repeller*. She lives in California. For more, see [jacquelinesuskin.com](http://jacquelinesuskin.com).

### SELF-HELP / PERSONAL GROWTH

Sounds True | 10/20/2020  
 9781683644842 | \$17.99 / \$23.50 Can.  
 Trade Paperback | 256 pages | Carton Qty: 42  
 8 in H | 6 in W  
 yes, amount TK

### MARKETING

Preorder campaign targeting author's online community of 17K and at her events and workshops  
 Finished book mailing to poetry and creative writing schools and programs and programs and major poetry bookstores  
 Cross-promotion with author's endorsers and influencers in poetry, art, music, and dance  
 Trade and consumer print advertising in addition to search and social advertising



## Freedom for All of Us

*A Monk, a Philosopher, and a Psychiatrist on Finding Inner Peace*

Matthieu Ricard, Christophe André, Alexandre Jollien

**Three luminary teachers unfold a compelling series of dialogues on inner freedom—what it is and how to cultivate it in ourselves and others.**

"We are, nearly all of us," writes Matthieu Ricard, "the playthings of our whims, conditioning, impulses, inner conflicts, wandering thoughts, and afflictive emotions. This servitude is at the root of much that torments us. How do we free ourselves from the prison of these mental mechanisms, in the face of which we often feel helpless, even resigned?"

With their acclaimed book *In Search of Wisdom*, these three gifted friends—a monk, a philosopher, and a psychiatrist—shed light on our universal quest for meaning, purpose, and understanding. Now, in this new in-depth offering, they invite us to tend to the garden of our true nature, *freedom*.

Turn by turn, each shares his own unique perspective on the various obstacles to inner freedom, the "ecology" of freedom, the ways to cultivate it, and the harvest that comes out of it. What emerges is a panoramic vision and roadmap for us to overcome the barriers that hinder our liberation.

"It is our hope," they write, "that this book will provide clarification of the means for freeing ourselves from the causes of suffering." Filled with unexpected insights and specific strategies, *Freedom for All of Us* presents an inspiring guide for breaking free of the unconscious walls that confine us.

**Matthieu Ricard** is a Buddhist monk, a photographer, and a molecular geneticist who has served as an interpreter for the Dalai Lama. **Christophe André** is a psychiatrist and one of the primary French specialists in the psychology of emotions and feelings. **Alexandre Jollien** is a philosopher and a writer whose work has been attracting an ever-growing readership. Together, they are the authors of *In Search of Wisdom*.

### BODY, MIND & SPIRIT / SPIRITUALISM

Sounds True | 11/3/2020

9781683644828 | \$19.99 / \$25.99 Can.

Trade Paperback | 400 pages | Carton Qty: 32

9 in H | 6 in W

4 pages of photos (B&W)

### MARKETING

Cross-promotion to 220K followers of Matthieu Ricard's foundation Karuna Schechen through their eNewsletter, blog, and on social media

Dedicated eblast to targeted segment of Sounds True 1.5M list + promo to 475K social media followers

# winging it stop thinking, start doing

WHY ACTION BEATS PLANNING EVERY TIME

emma  
isaacs

## BUSINESS & ECONOMICS / PERSONAL SUCCESS

Sounds True | 9/15/2020

9781683646907 | \$24.99 / \$32.50 Can.

Hardcover with dust jacket | 232 pages | Carton

Qty: 20

9 in H | 6 in W

None, 2-C interior possible

## MARKETING

Major pre-order campaign, targeting  
Business Chicks community [269K

Instagram; 102K Facebook; 47K Twitter]

Print / digital advertising campaign,  
including Publishers Weekly and Yoga  
Journal

Video advertising campaign on YouTube,  
Facebook, Instagram, featuring author  
videos

Influencer campaign, targeting endorsers  
and author's extensive professional  
network

Tie-in with author speaking engagements /  
events

Dedicated eblast to large segment of ST  
email list [1.7 million subscribers]

Promotion across ST s...

## Winging It: Stop Thinking, Start Doing

*Why Action Beats Planning Every Time*

Emma Isaacs

**Forget perfectionism and start “winging it” with this  
inspirational guide from Business Chicks CEO Emma Isaacs**

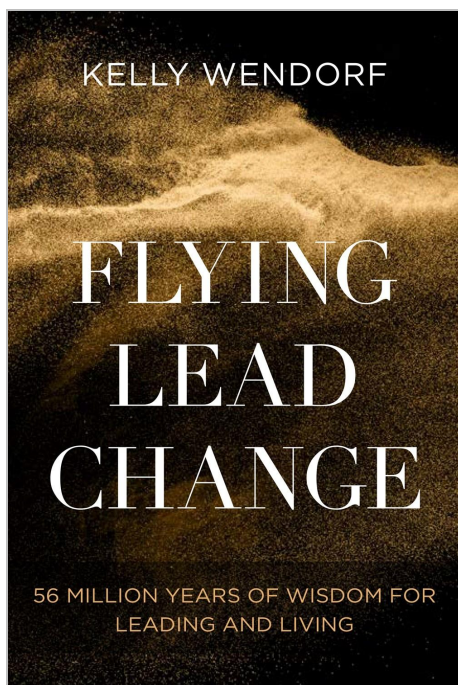
Arianna Huffington describes Emma Isaacs as “a new role model of success for women all around the world,” and Kate Hudson says, “Everyone can learn something from the way Emma conducts herself and her attitude towards business and life.”

Now, with Emma’s revolutionary manifesto *Winging It: Stop Thinking, Start Doing*, readers will do just that. More than a book, *Winging It* is a movement, a rallying cry for all women to “try the things that scare them, build their wealth, make an impact, fail lots, and get up and try again.” Emma shows us that often the only thing holding us back is ourselves—that we *can* follow our dreams and there's no reason not to start right now.

Filled with Emma’s wins and failures, key lessons, practical advice, and stories from the many successful women and men she’s met along the way, this book will inspire you to stop hiding behind the easy option or the perfect plan and start *Winging It*.

Edit

**Emma Isaacs** is the founder and global CEO of Business Chicks, Australia’s largest community for women, now with a Los Angeles branch. Emma has worked with the world’s greatest thought leaders including Sir Richard Branson, Bill Gates, and Diane von Furstenberg, and is a highly sought-after keynote speaker and media commentator on topics around female leadership and entrepreneurship. She’s been featured in *Cosmopolitan*, *InStyle*, *Marie Claire*, and *The Today Show*. She lives in Los Angeles. For more...



**BUSINESS & ECONOMICS / LEADERSHIP**

Sounds True | 10/13/2020  
 9781683645726 | \$18.99 / \$24.99 Can.  
 Trade Paperback | 272 pages | Carton Qty: 40  
 9 in H | 6 in W  
 1-2 B&W photos

**MARKETING**

Video advertising campaign on YouTube, Facebook, Instagram, featuring author videos  
 Influencer campaign, targeting endorsers and EQUUS community  
 Tie-in with author speaking engagements / events  
 Dedicated eblast to large segment of ST email list [1.7 million subscribers]  
 Promotion across ST social media followers [500K followers]

## Flying Lead Change

*56 Million Years of Wisdom for Leading and Living*

Kelly Wendorf

**A guide to living and leading through the wisdom of nature, indigenous knowledge, neuroscience, and an uncommon teacher.**

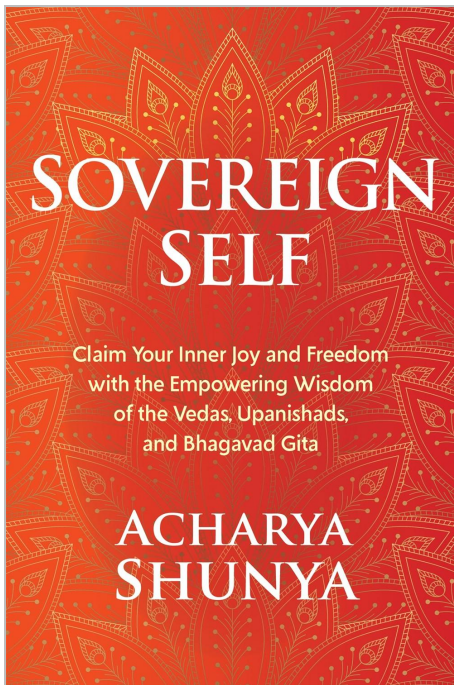
Underneath the challenges of our modern age, we find a common cause of disconnection—from each other, the earth, and lives of purpose and meaning. How do we turn it around? In *Flying Lead Change*, Kelly Wendorf offers a guide for a new approach to leading and living, grounded in evidence-based principles of neuroscience and inspired by two profound sources of ancient wisdom: Original Peoples and *Equus* (the horse).

Wendorf presents the wisdom of a 56-million-year-old system—the horse herd—that overcame threats we now face, such as climate change and mass extinction. Here, she shares the five pillars of their success: safety, peace, connection, joy, and freedom. She reveals how true leaders in both human and equine society use these principles to benefit the whole—a model of servant leadership based on presence and care, not dominance, force, exploitation, or coercion.

In horsemanship, a “flying lead change” allows a running horse to respond with breathtaking grace to changing conditions. “Collectively, we need a similar physics-defying maneuver,” Wendorf writes. “This book is for the called—thought leaders, visionaries, parents, creatives, and all those who sense we are being asked to participate in humanity’s ‘flying change’ through the way we live, love, and lead.”

**Kelly Wendorf** is an executive and personal development certified master coach, educator, spiritual mentor, and socially responsible entrepreneur. She is founding partner of EQUUS, a leadership development organization that works with high-performing individuals, groups, and thought leaders. Her evidence-based approach to creating conditions for breakthrough transformative learning has earned her worldwide acclaim. She lives in Santa Fe, New Mexico. For more, visit [equusinspired.com](http://equusinspired.com).





#### RELIGION / HINDUISM / SACRED WRITINGS

Sounds True | 12/29/2020  
 9781683645818 | \$28.99 / \$37.99 Can.  
 Hardcover with dust jacket | 416 pages | Carton  
 Qty: 18  
 9 in H | 6 in W

#### MARKETING

Author preorder campaign, including Vedika Global wisdom school (150K email + social)  
 Dedicated eblast to targeted segment of Sounds True 1.5M list + promo to 450K social media followers  
 Finished book mailing to prominent yoga teachers and studios with book giveaway opportunities

## Sovereign Self

*Claim Your Inner Joy and Freedom with the Empowering Wisdom of the Vedas, Upanishads, and Bhagavad Gita*

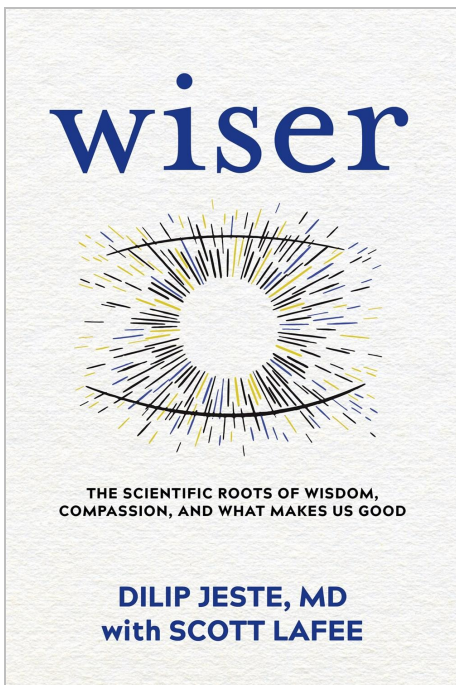
Acharya Shunya

### Claim your spiritual birthright of freedom, wholeness, and joy through the perennial wisdom of yoga's ancient spiritual texts

What would it be like to have complete sovereignty within your own life? To feel confidently aligned with the power of your true Self? The beloved texts at the heart of yoga offer us timeless pathways to this experience, yet without years of formal study, accessing the depths of their wisdom can seem overwhelming. In *Sovereign Self*, Acharya Shunya demystifies yoga's most influential texts: the Vedas, the Upanishads, and the *Bhagavad Gita*, making their profound teachings both accessible and immediately practical for modern seekers.

The first female lineage holder in a 2,000-year-old line of Vedic spiritual teachers and the first to teach in the West, Shunya has a personal and authentic understanding of these classic scriptures. With *Sovereign Self*, she shares a comprehensive guide to their essential teachings, expertly adapting their wisdom and spiritual practices for Western students. Filled with hidden insights and engaging guidance, *Sovereign Self* will help you align with your greater Self—the Self that is always present, all-powerful, ever-joyful, and completely sovereign.

**Acharya Shunya** is a classically trained master of Ayurveda and an award-winning and internationally renowned spiritual teacher and scholar of Advaita (nondual wisdom). The first female head of her 2,000-year-old Indian spiritual lineage, she has dedicated her life to the dissemination of Vedic knowledge for the spiritual uplifting of all beings. She is the founder of the spiritual and educational nonprofit Vedika Global and author of *Ayurveda Lifestyle Wisdom* (Sounds True, 2017). For more, visit...

**SELF-HELP / AGING**

Sounds True | 11/3/2020

9781683644637 | \$27.99 / \$36.50 Can.

Hardcover with dust jacket | 344 pages | Carton

Qty: 24

9 in H | 6 in W

N/A

**MARKETING**

Print advertising in Publishers Weekly and Psychology Today

Leverage author's TedTalk in digital marketing [4.5M views]

Influencer campaign, targeting endorsers and author network

Tie-in with author speaking engagements / events

Dedicated eblast to large segment of ST email list [1.7 million subscribers]

Promotion across ST social media [500K followers]

Targeted media outreach to mindfulness, spirituality, and health &amp; wellness outlets

**Wiser***The Scientific Roots of Wisdom, Compassion, and What Makes Us Good*

Dilip Jeste, Scott LaFee

**From the field's pioneer, an exploration of the neurobiology and psychology of *wisdom*: what science says it is and how to nurture it within yourself, at any stage of your life**

What exactly does it mean to be "wise?" And is it possible to grow—and even accelerate—its unfolding?

The modern epidemics of suicides, opioid abuse, loneliness, and internet addiction are damaging people's health and destroying the social fabric. This book shows how you can take control of your life by increasing your wisdom.

For over two decades, Dilip Jeste, MD, has led the search for the biological and cognitive roots of wisdom. What's emerged from his work is that wisdom is a very real and deeply multi-layered set of traits.

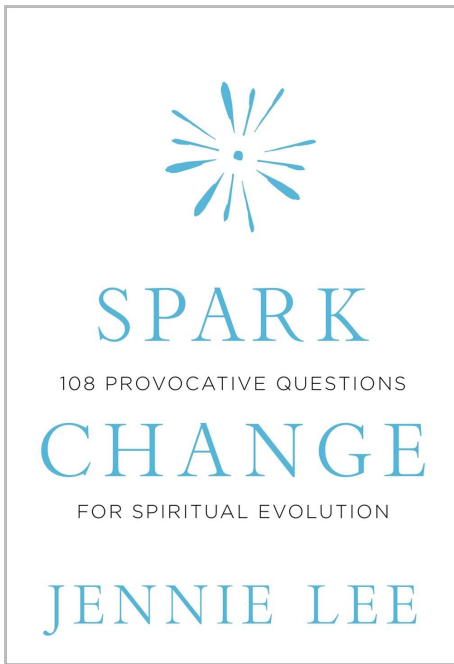
Across many cultures and centuries, he's found that wise people are:

Compassionate and empathetic; aware of their gifts and blind spots; open-minded; resolute and calm amid uncertainty; altruistic decision-makers who learn from their experiences; able to see from many perspectives and "altitudes"; and often blessed with a sense of adventure and humor.

If you seek to be a wiser person—with your family, at work, and in your community—here's the place to start, with the researcher who's launched and advanced this exciting new path to our highest human potential.

**Dilip Jeste, MD**, is a neuropsychiatrist who has spent more than 20 years studying aspects of wisdom and healthy aging. He is a professor of psychiatry and neurosciences and the director of the Center for Healthy Aging at the University of California San Diego, and a past president of the American Psychiatric Association.

**Scott LaFee** is director of communications and media relations for UC San Diego Health, UC San Diego Health Sciences, and the UC San Diego School of Medicine. He was previously a ...



### SELF-HELP / PERSONAL GROWTH

Sounds True | 9/8/2020  
 9781683644583 | \$22.99 / \$29.99 Can.  
 Hardcover Paper over boards | 184 pages |  
 Carton Qty: 36  
 7.3 in H | 5 in W

### MARKETING

Finished book mailing to university resource centers, yoga therapy organizations, spiritual and yoga retreat centers  
 Dedicated eblast to targeted segment of Sounds True 1.5M list + promo to 475K social media followers  
 Print and digital advertising in *Spirituality & Health*  
 Targeted media outreach to women's, spirituality, and health & wellness outlets  
 Podcast outreach

## Spark Change

*108 Provocative Questions for Spiritual Evolution*

Jennie Lee

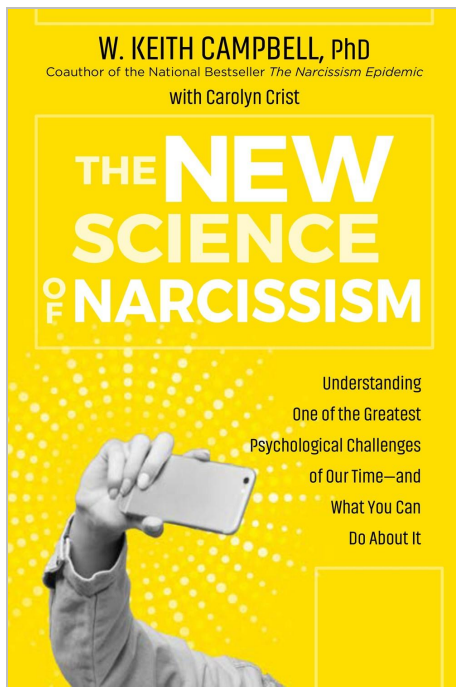
### Attain greater self-awareness and orient toward your highest potential through a process of engaged, incisive questioning

It's been said that finding the right question is more important than finding its answer. As author Jennie Lee writes, "Quality questions lead to quality answers. Questions promote deeper thought, connection, authenticity, and humility." In *Spark Change*, Lee shows you how to identify that most important question and explore how it might redefine the trajectory of your life.

Here Lee guides you through 108 inspiring questions designed to deepen your awareness of your innermost needs and initiate powerful shifts throughout your life. Whether it's examining the attitudes that hold you back or investigating where you truly want to go in life, these guided inquiries are meant to cultivate gratitude for your gifts, peace with the form of the present moment, and resilience in the face of life's challenges.

For the last two decades, Lee has used conscious inquiry practices to encourage self-reflection in her yoga therapy practice. Inspired by the source teachings of classical yoga as well as Lee's own inner journey, these prompts delve into some of the most enduring questions of psychology, self-improvement, and the spiritual path. With Lee's piercing insight and constant guidance, *Spark Change* provides 108 prime opportunities to stop, ponder, and listen to the call of your most essential self.

**Jennie Lee** is the award-winning author of *True Yoga: Practicing with the Yoga Sutras for Happiness & Spiritual Fulfillment* and *Breathing Love: Meditation in Action*. She is a recognized expert in the fields of yoga therapy and spiritual living. As a certified yoga therapist, she has taught classical yoga and meditation for more than 20 years, and coached private clients in the practices that integrate life spiritually, mentally, emotionally, and physically. Her writing is featured regularly in na...

**PSYCHOLOGY / PERSONALITY**

Sounds True | 9/22/2020

9781683644026 | \$25.99 / \$33.99 Can.

Hardcover with dust jacket | 280 pages | Carton

Qty: 27

9 in H | 6 in W

**MARKETING**

Print advertising in Psychology Today

Google Adwords search advertising

campaign, targeting "narcissism"

Influencer campaign, targeting endorsers

and author network

Tie-in with author speaking engagements /

events

Dedicated eblast to large segment of ST

email list [1.7 million subscribers]

Promotion across ST social media

followers [500K followers]

# The New Science of Narcissism

*Understanding One of the Greatest Psychological Challenges of Our Time—and What You Can Do About It*

W. Keith Campbell

## Cut Through the Noise Around Narcissism with the Leading Researcher in the Field.

“Narcissism” is one of the most popular buzzwords of our time—but what is it, really? According to Dr. W. Keith Campbell, one of the premier experts on narcissism and its effects on society, there’s an important reason why the term is on everyone’s mind: narcissism has quietly grown to near-epidemic proportions across the globe, impacting every sector of society from business and politics to education and medicine. In the midst of this upsurge, Dr. Campbell hopes to dispel the myths and mistaken assumptions about narcissism.

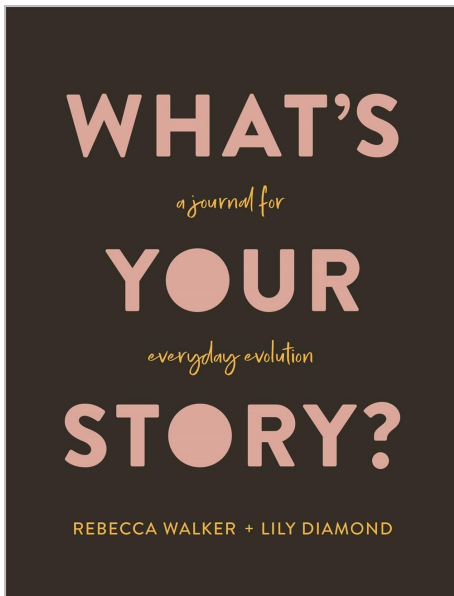
In *The New Science of Narcissism*, Dr. Campbell pulls back the curtain on this frequently misused label, presenting the most recent psychological, personality, and social research. He reveals that not only does narcissism occur on a spectrum, almost everyone exhibits narcissistic tendencies in their day-to-day behavior.

Drawing from real-life incidents and case studies, *The New Science of Narcissism* offers tools, tips, and suggestions for dealing skillfully with behaviors on all points of the narcissistic spectrum. Dr. Campbell also examines the recent spike in these tendencies in public spaces such as social media and niche subcultures.

When dealing with narcissism and other personality disorders, knowledge truly is power. With *The New Science of Narcissism*, you can cut through the fog of misunderstanding, discover that narcissism is not insurmountable, and move toward healthier, happier relationships.

**W. Keith Campbell, PhD**, is a professor of psychology at the University of Georgia, as well as the author of *The Narcissism Epidemic*, *When You Love a Man Who Loves Himself*, and more than 120 peer-reviewed articles. Campbell lives in Athens, Georgia. For more, see [wkeithcampbell.com](http://wkeithcampbell.com).

**Carolyn Crist** is an independent journalist whose work has appeared in Reuters, *Runner's World*, and *Parade*, among others. For more, see [carolyncrist.com](http://carolyncrist.com).



### SELF-HELP / JOURNALING

Sounds True | 12/8/2020

9781683643609 | \$17.99 / \$23.50 Can.

Trade Paperback | 192 pages | Carton Qty: 48

9.5 in H | 7.3 in W

9-18 photographs/4 color

### MARKETING

Promotion to Kale & Caramel community  
Influencer campaign, targeting endorsers  
and author community

Tie-in with author speaking engagements /  
events

Dedicated eblast to large segment of ST  
email list [1.7 million subscribers]

Promotion across ST social media  
followers [500K followers]

## What's Your Story?

*A Journal for Everyday Evolution*

Rebecca Walker, Lily Diamond

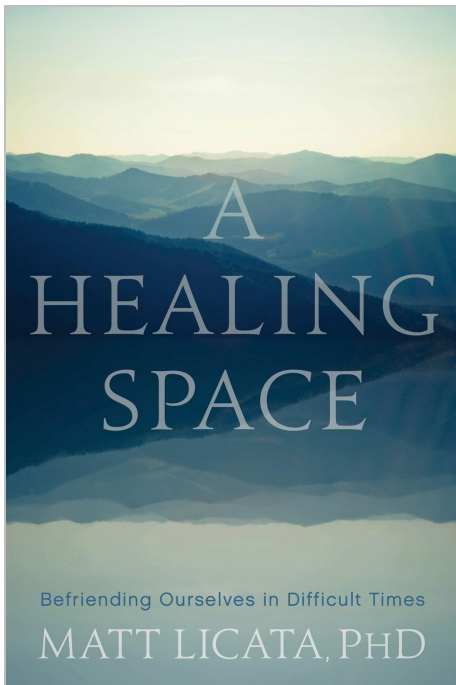
**An interactive journal for anyone ready to show up in the world as their most potent, authentic, and empowered self**

*“We invite you to write the story of the next day of your life and the last day of your life—also known as the best story in the whole wide world. Why? Because it’s yours. You wrote it, you lived it, you vanquished all comers. You—not your parents or teachers or friends or colleagues or government—showed up for the party and guess what? You danced all night. As yourself.”* —Rebecca Walker & Lily Diamond

*What’s Your Story?* is an effective tool for transformation: an interactive journal for anyone who longs to bring a new story to life—if only they could figure out what it is. Through a series of deeply personal writing prompts, the journal inspires you to uncover and release the limiting stories you tell about yourself in order to write a new and fulfilling story for your future. Whether you’re a high school teacher or a creative, a software engineer or a lawyer, a media mogul or a psychologist, *What’s Your Story?* is for you.

The authors, writer and activist Rebecca Walker and wellness guru Lily Diamond, spent ten years developing this method of personal empowerment with writing workshop participants and thousands of digital subscribers. Comprised of seventy-five profound questions—designed to be answered in as little as five minutes or as long as a lifetime—*What’s Your Story?* is an essential guide for anyone ready to begin living their most authentic, creative, and meaningful life.

**Rebecca Walker** is an award-winning, bestselling author of seven books, including two memoirs, a novel, and five collections. An activist and teacher, she was named by *Time* magazine as one of the most influential leaders of her generation. **Lily Diamond** is an award-winning writer, photographer, and proponent of rewilding. She is the creator of the internationally beloved blog *Kale & Caramel*, and author of the bestselling memoir-cookbook *Kale & Caramel: Recipes for Body, Heart & Table*. Together the...

**SELF-HELP / SPIRITUAL**

Sounds True | 11/3/2020

9781683643739 | \$18.99 / \$24.99 Can.

Trade Paperback | 232 pages | Carton Qty: 45  
9 in H | 6 in W**MARKETING**

Preorder campaign targeting author's engaged online community of 60K followers and at his frequent events  
Dedicated eblast to targeted segment of Sounds True 1.5M list + promo to 475K social media followers

Inclusion in the Sounds True Book Club giveaway and FB group of 4K+ members

## A Healing Space

*Befriending Ourselves in Difficult Times*

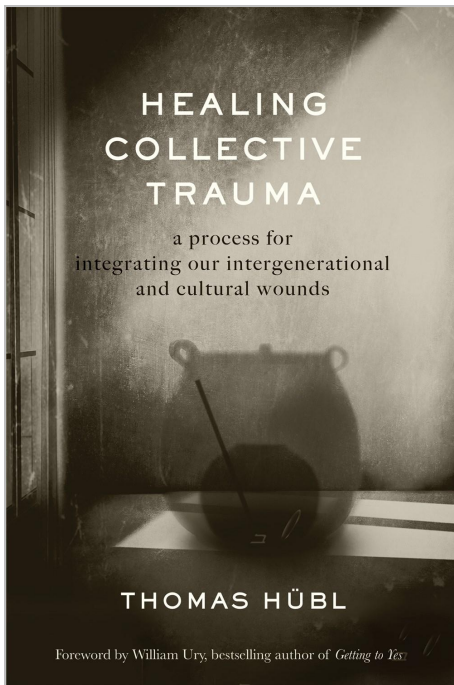
Matt Licata

**A gifted teacher explores how both hardship and joy can lead us back to the sacredness of ordinary life.**

Is healing a matter of solving a problem, curing a sickness, or making our wounds disappear? “In my experience,” writes depth psychotherapist and mindfulness teacher Matt Licata, “true healing is not a state where we become liberated from uncomfortable feelings, but one in which we are free and flexible to welcome our complete experience—whether happy or difficult—more fully.” With *A Healing Space*, Dr. Licata invites us to explore a more vital sense of wellness—one that does not put us in opposition to life’s hardship, but instead welcomes all experience as part of the soul’s majestic vastness.

“While there is a part of us that very genuinely wishes to heal, awaken, and transform,” writes Dr. Licata, “there is a lesser known, hidden part invested in maintaining things the way they are.” Through metaphors and teachings from diverse traditions such as alchemy, neuroscience, mindfulness, contemplative spirituality, Buddhism, and depth psychology, he illuminates the spiritual journey with profound subtlety and deep insight. If you’ve found yourself wondering why years or even decades of self-improvement, meditation, prayer, or therapy hasn’t resulted in a feeling of wholeness or completeness, you may be ready to enter *A Healing Space*.

**Matt Licata, PhD**, is a practicing psychotherapist and hosts in-person retreats. His work incorporates developmental, psychoanalytic, and depth psychologies, as well as contemplative, meditative, and mindfulness-based approaches for transformation and healing. He co-facilitates a monthly online membership community called Befriending Yourself, is author of *The Path Is Everywhere*, and is the creator of the blog *A Healing Space*. He lives in Boulder, Colorado. For more, visit [mattlicataphd.com](http://mattlicataphd.com).



### **BODY, MIND & SPIRIT / SPIRITUALISM**

Sounds True | 11/17/2020  
 9781683647379 | \$25.99 / \$33.99 Can.  
 Hardcover with dust jacket | 288 pages | Carton  
 Qty: 27

### **MARKETING**

Author preorder campaign to 55k active email list and 35K social followers  
 Dedicated eblast to targeted segment of Sounds True 1.5M list + promo to 450K social followers  
 Finished book mailing to prominent group therapy and community leadership organizations

## **Healing Collective Trauma**

*A Process for Integrating Our Intergenerational and Cultural Wounds*

Thomas Hübl

### **A comprehensive guide to understanding and addressing collective trauma.**

What can you do when you carry scars not on your body, but within your soul? And what happens when those spiritual wounds exist not just in you, but in everyone in your life?

Whether or not we have experienced personal trauma, we are all—in very real ways—impacted by the legacy of familial and cultural suffering. Recent research has shown that trauma affects groups just as acutely as it does individuals; it bridges families, generations, communities, and borders. “I believe that unresolved systemic traumas delay the development of the human family, harm the natural world, and inhibit the higher evolution of our species,” writes Thomas Hübl. However, just as trauma can be integrated and healed for a single person, groups large and small can also find recovery. With *Healing Collective Trauma*, this world-renowned spiritual teacher presents a hopeful road map to mending the mind, body, and soul.

Here, Hübl explains the most recent science of trauma and shares the principles of his Collective Trauma Integration Process (CTIP), a protocol he has facilitated for groups in the US, Germany, Israel, and elsewhere. He examines collective trauma both from the perspective of the latest research and through a spiritual lens informed by 15 years as a meditation teacher. Including contributions from renowned experts from across the field of trauma treatment, as well as meditative practices to support both counselors and clients, *Healing Coll...*

**Thomas Hübl** is a modern mystic and internationally renowned spiritual teacher whose work integrates the core insights of the great wisdom traditions with the discoveries of contemporary science. Combining somatic awareness, meditation, and transformational practices, Hübl facilitates large-scale group change processes, and leads workshops, retreats, and training programs in the US and internationally. He is cofounder of the Pocket Project, a nonprofit organization devoted to interdisciplinary tr...

**HEALTH & FITNESS / HEALING**

Sounds True | 10/20/2020  
 9781683644118 | \$89.99 / \$116.99 Can.  
 Audio CD | Carton Qty: 12  
 6.6 in H | 6.9 in W

## The Iceman Speaks

*Wim Hof on His Method and His Mission*

Wim Hof

### Wim “The Iceman” Hof shares his riveting story and his potent method for revolutionizing your health and vitality

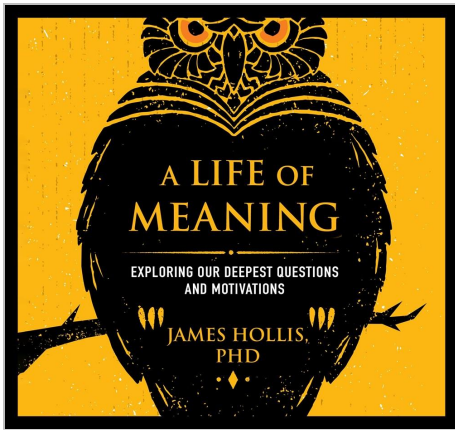
He’s shattered world records. He’s climbed the highest and coldest mountains wearing nothing but shorts. Most of all, he’s shown us that these feats are not superhuman—but that each of us has the ability to be healthier, stronger, and happier than we’ve ever imagined. Now you’re invited to hear Wim Hof in his own words with *The Iceman Speaks*.

Wim Hof has captured the world’s imagination with his extreme feats of physical mastery, which allow him to control his breathing, heart rate, and blood circulation to withstand extreme temperatures. Through six audio sessions recorded at his home in the Netherlands, this revolutionary teacher shares the techniques of cold exposure and breathing exercises at the heart of his method—along with the riveting story of how he discovered a set of practices and principles that revolutionize our understanding of the amazing potential we all possess.

In listening to Wim Hof speak, you can’t help but feel the energy, passion, and optimism that have made him such a compelling figure. With *The Iceman Speaks*, you’ll join him to experience an unforgettable story of discovery, hardship, perseverance—and most of all, a realization of how much power we all possess to live an extraordinary life.

**Wim Hof**, a.k.a. “The Iceman,” holds multiple world records for his feats of endurance and exposure to cold. The benefits of his method, now practiced by tens of thousands, have been validated by eight university research studies. He has been featured on the BBC, VICE Media, and the Discovery Channel; *The Joe Rogan Experience*, *The Tim Ferriss Show*, and *The School of Greatness* podcasts; and in the bestselling book *What Doesn’t Kill Us* by Scott Carney. He lives in the Netherlands with his family. F...





**BODY, MIND & SPIRIT /  
INSPIRATION & PERSONAL  
GROWTH**

Sounds True | 12/15/2020  
9781683646167 | \$79.99 / \$103.99 Can.  
Audio CD | Carton Qty: 12  
6.6 in H | 6.9 in W

## A Life of Meaning

*Exploring Our Deepest Questions and Motivations*

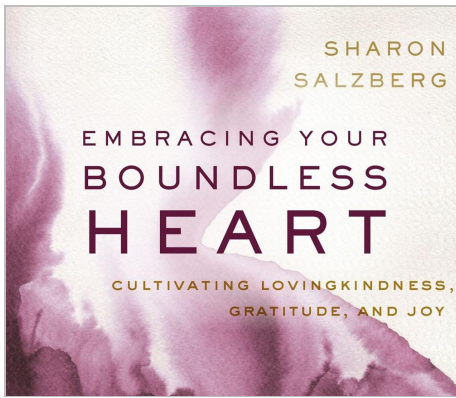
James Hollis

**Legendary teacher and Jungian analyst James Hollis invites you to explore the questions that lead to a meaningful life.**

What is it that brings meaning to your life? The common cultural mythology tells us to seek wealth, power, prestige, or even enrollment in someone else's idea of a worthy cause—yet where do we turn when these myths fail to fulfill our need for purpose? “Perhaps our most elusive yet important source of guidance is the soul's drive for meaning,” teaches James Hollis. “If what we are doing is right for our soul, no matter how perilous the path, we are supported from within and our suffering, our investment, our uncertainty is rewarded with purposefulness.”

In *A Life of Meaning*, this masterful author presents a profound audio exploration of the many ways we orient our values and define priorities throughout our lives. Organized around a set of twenty guiding questions and created with the powerful self-inquiry tools of depth psychology, these eight sessions help you investigate the defining stories you absorbed in the formative years of childhood, conscious and unconscious choices made during adolescence and early adulthood, the opportunities and crises that arise during the critical “middle passages” as old scripts and ideas fail—and ultimately, the ways you can reconfigure your life at any stage to come into alignment with your soul's abiding quest for meaning.

**James Hollis, PhD**, is a Jungian analyst, former director of the Jung Society of Washington, DC, and professor of Jungian studies for Saybrook University of San Francisco/Houston. He is a bestselling author whose 16 books include *Finding Meaning in the Second Half of Life*, *The Eden Project*, *What Matters Most*, and *Living an Examined Life*. He lives with his wife, Jill, in Washington, DC. For more, visit [jameshollis.net](http://jameshollis.net).

**SELF-HELP / MEDITATIONS**

Sounds True | 12/8/2020

9781683646600 | \$29.99 / \$39.99 Can.

Audio CD | Carton Qty: 30

4.8 in H | 5.5 in W

## Embracing Your Boundless Heart

*Cultivating Lovingkindness, Gratitude, and Joy*

Sharon Salzberg

**Acclaimed meditation teacher and author Sharon Salzberg guides us step by step into four essential qualities for awakening love**

Have you ever found yourself struggling with anger, despair, or worry, and then someone shared a few kind words or a simple smile . . . that changed everything?

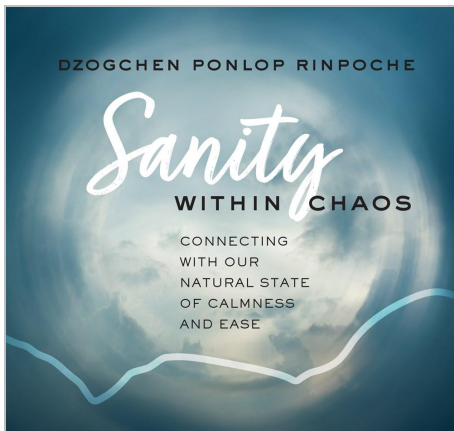
Love, for ourselves and for others, can transform our lives. Yet, it takes courage to open our hearts—and it also takes practice. With this complete audio learning program, Sharon Salzberg is here to help us.

Through insightful and inspiring teachings, including sixteen guided practices, listeners will learn to break out of separation and numbness, to experience greater kindness within and with others. This program leads us there through the four life-changing virtues taught by the Buddha: lovingkindness, compassion, sympathetic joy, and equanimity.

In countless moments, opportunities arise for us to ignore our suffering or to support ourselves, to envy another's joy or to resonate with them, to turn away or to connect. *Embracing Your Boundless Heart* opens the way for us to amplify love in ourselves and with our families, co-workers, communities, and even to those we struggle with the most.

This program was originally presented in *Tricycle* magazine's online course *Boundless Heart*.

**Sharon Salzberg** has been leading meditation retreats worldwide since 1971. She is cofounder of the Insight Meditation Society and the Barre Center for Buddhist Studies, both in Massachusetts. She is the author of nine books, including the *New York Times* bestseller *Real Happiness*. Learn more at [sharonsalzberg.com](http://sharonsalzberg.com).



**RELIGION / BUDDHISM /  
TIBETAN**

Sounds True | 11/3/2020  
9781683646792 | \$34.99 / \$45.50 Can.  
Audio CD | Carton Qty: 12  
4.6 in H | 5.4 in W

## Sanity Within Chaos

*Connecting with Our Natural State of Calmness and Ease*

Dzogchen P Rinpoche

**One of the most respected living Tibetan Buddhist masters reveals the inner causes of modern overwhelm, sharing solutions to help us in the midst of our ever-accelerating lives.**

When we're struggling with uncertainty and overload—in ourselves or in the world—what can we do to find calmness and clarity? Here, Dzogchen Ponlop Rinpoche shows us the way.

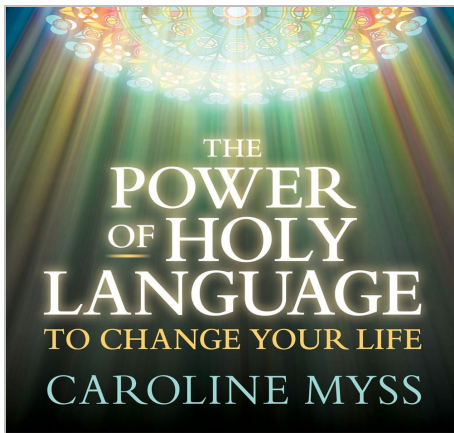
The first step, he teaches, is to look closely at the tumult within us. And though it might sound paradoxical, the best place to start is *not* with our emotions, but with our *thoughts*. As Dzogchen Ponlop reflects:

"All of our feelings—fear, anger, sadness—are simply beautiful energies. But when we distort them with thinking, they become afflictions. Like the flapping of a butterfly's wings in chaos theory, even a small, fleeting thought can lead to big effects in the weather of our minds. But this means that just a little awareness and compassion can also create big changes."

Through key insights, meditation teachings, and humorous current-day examples that you'll be sure to relate to, these immersive audio sessions explore: how our thoughts and emotions generate suffering, the cognitive patterns that get us stuck in turmoil, how to rest in the gaps or "vanishing points" between thoughts, and simple ways to return the mind to its natural state of stillness.

*Recorded at Naropa University in October 2019.*

**Dzogchen Ponlop Rinpoche** is a celebrated Buddhist teacher and the author of *Emotional Rescue*, *Rebel Buddha*, and other books. A lover of music, art, and urban culture, he is a poet, photographer, calligrapher, and visual artist. He is the founder, president, and spiritual director of Nalandabodhi, an international community of Buddhist centers. Dzogchen Ponlop is acknowledged as one of the foremost scholars and meditation masters of his generation in the Nyingma and Kagyu schools of Tibetan Buddh...

**SELF-HELP / SPIRITUAL**

Sounds True | 11/17/2020  
 9781683646860 | \$69.99 / \$90.99 Can.  
 Audio CD | Carton Qty: 12  
 6.6 in H | 6.9 in W

## The Power of Holy Language to Change Your Life

Caroline Myss

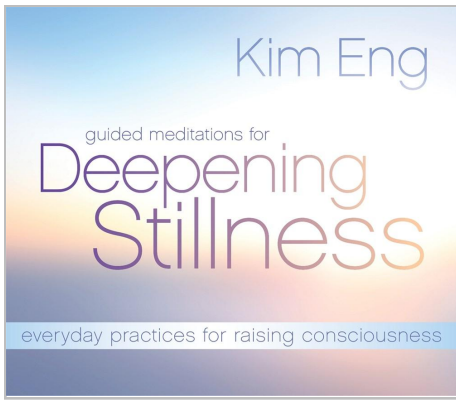
**Are you in need of greater guidance? Join Caroline Myss to learn a language infused with grace.**

According to spiritual teacher Caroline Myss, if you want to connect with guidance, you need to speak a language that is infused with grace—what she calls “holy language.” It is the language you speak when you need the support and wisdom of the divine. In the depths of the dark night, when you are overwhelmed by despair, this is the language that links you to strength and healing.

With *The Power of Holy Language to Change Your Life*, Myss examines different kinds of holy expression and explains how you can use them to initiate immense personal change. As a longtime explorer of the frontiers of energetic healing and human potential, Myss has thoroughly investigated the power of prayer for personal healing and deep spiritual inquiry. Here she shares an insight that is one part revelation and one part challenge: when you move past your conditioned hesitation and embrace language that undeniably brings light to the world, the stance you take in life changes completely.

With her signature insight and fiery conviction, Myss examines why modern society considers some concepts to be holy and yet has abandoned others—some of which we desperately need to revive. No matter how you give voice to the sacred, *The Power of Holy Language to Change Your Life* will guide you in how to summon the transcendent and transformative into every aspect of your being.

**Caroline Myss** is the author of five *New York Times* bestsellers, including *Anatomy of the Spirit*, *Sacred Contracts*, and *Why People Don't Heal and How They Can*. A leading voice in the field of energy medicine and human consciousness, she holds degrees in journalism, theology, intuition, and energy medicine. She has appeared on two highly successful public television programs and on *The Oprah Show*. For more, visit [myss.com](http://myss.com).



# Guided Meditations for Deepening Stillness

*Everyday Practices for Raising Consciousness*

Kim Eng

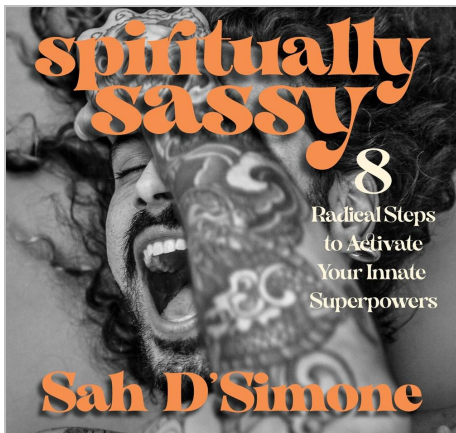
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**SELF-HELP / MEDITATIONS**

Sounds True | 10/20/2020

9781988649122 | \$29.99 / \$39.99 Can.

Audio CD | Carton Qty: 30

**SELF-HELP / SPIRITUAL**

Sounds True | 10/20/2020  
 9781683645641 | \$24.99 / \$32.50 Can.  
 Audio CD | Carton Qty: 12  
 6.6 in H | 6.9 in W

**Other Available Formats:**  
 Hardcover ISBN: 9781683644897

## Spiritually Sassy

*8 Radical Steps to Activate Your Innate Superpowers*

Sah D'Simone

**Spiritually Sassy is the modern answer to age old suffering, offering a new approach to spirituality that wants you to be bold, take up space, and have permission to be yourself fully.**

In the spiritual space, the narratives have been dominated predominantly by heteronormative, cis gender, white voices. *Spiritually Sassy* is an invitation to do "The Work" with a guy who's been there, with a guy you can relate to. Sah's version of spirituality is not about talking at you and telling you how to live. The heart of his style of teaching is about creating environments that are accessible and inclusive for the world we live in: brown, black, queer, straight, femme, flamboyant, masculine, transgender—our modern world.

*Spiritually Sassy* is not a quick fix. It's not some cute slogan for spiritual bypassing. It's the modern answer to age old suffering, and a new approach to spirituality that wants you to be all of who you are. It's about being bold, taking up space, and having the permission to be yourself fully.

Sah's approach is guided by two questions: How can you be YOU today? And how can YOU be better? To answer these, readers will be guided through 8 radical yet entirely attainable steps that will not only get their minds moving, but their bodies, too. The steps offer a flexible approach which will allow you to personalize the tools according to your unique needs and goals.

At the heart, the audio book is about creating space in our mental lives to step back before the narratives, choruses, and orchestras of our fear/shame stories start up and respond to life for us.

Advocate for the mental health and wellbeing of underserved communities including LGBTIQ and POC, meditation and wellness coach, Sah D'Simone is now one of New York's most sought-after meditation teachers. D'Simone has shared the stage with Dan Harris, Yung Pueblo, and Ruby Warrington to name a few. He's taught everywhere from Kripalu and the Omega Institute to Google, the MoMa, and everyone from CEOs of fortune 500 companies to celebrities.

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