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Contact: Kim Corbin, New World Library

800-972-6657 ext. 18

kim@newworldlibrary.com

BIG FAT LIES WOMEN TELL THEMSELVES

New Book Explains How to Ditch Your Inner Critic and Wake Up Your Inner Superstar

Most women have a nonstop chorus of criticism in their heads — voices not unlike those of the mean girls lurking in the hallways and locker rooms of junior high schools everywhere. The grown-up versions of those teenage taunts — such as “I don’t measure up” and “The world is against me” — zap motivation, sabotage happiness, and keep women in a stressed, “never enough” mind-set.

In *Big Fat Lies Women Tell Themselves: Ditch Your Inner Critic and Wake Up Your Inner Superstar* (New World Library, October 19, 2011), Wake-up Call coach and author Amy Ahlers helps women talk back by offering proven tools for replacing the Inner Mean Girl’s relentless trash talk with tough, inspiring, and *true* self-talk. As she writes, “It is high time you do a little spring cleaning on your Big Fat foundational Lies, a soul cleanse, if you will, so you can begin to see the truth of how connected, how worth it, and how fabulous you are.”

Ahlers dissects 59 common esteem-busting lies that women tell themselves and rebuts each one with a Truth, a Challenge, an Affirmation, and an Inspiring Quotation designed to connect women with their Inner Superstar. She also offers an easy-to-implement three-step process women can use whenever they feel negative emotion or the presence of their Inner Mean Girl:

- 🌀 **Step one:** Ask yourself, “What is my Inner Mean Girl saying?”
- 🌀 **Step two:** Close your eyes and take a deep breath and ask yourself, “What does my Inner Wisdom know?”
- 🌀 **Step three:** Let your Inner Wisdom’s truth take root by repeating it back (out loud if possible) accompanied by a physical gesture to lock in the message.

Ahlers doesn’t offer long-winded self-therapy or simplistic happy talk; she serves up straight talk and practical exercises that help women know, feel, and tell themselves the truths that can transform their deepest inner thoughts — and their lives.

About the Author

AMY AHLERS, the Wake-Up Call coach and cofounder of the Inner Mean Girl Reform School, is a workshop leader and has been a featured expert on TV and radio as well as in publications including the *Washington Post* and *Oakland Tribune*. A former online media sales executive, she lives in Oakland, California. Visit her online at <http://www.wakeupcallcoaching.com/>

Big Fat Lies Women Tell Themselves
October 19, 2011 • Women’s Interest • 224 pages • Trade pbback & eBook
Price: \$14.95 • ISBN 978-1-60868-028-3