

EPISODE 1565

FT: So Money episode 1565, Brooke Taylor. Transformational career coach, Brooke Taylor, on being a wounded achiever.

*“**BT:** The success wound is this unconscious belief that I'm not enough and I need to get something external in order to feel enough. That wreaks havoc on our personal finances.”*

[INTRODUCTION]

ANNOUNCER: You're listening to Money with award-winning money guru, Farnoosh Torabi. Each day, you get a 30-minute dose of financial inspiration from the world's top business minds, authors, influencers, and from Farnoosh herself. Looking for ways to save on gas or double your double coupons? Sorry, you're in the wrong place. Seeking profound ways to live a richer, happier life? Welcome to Money.

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FT: Welcome to So Money, everybody. I'm Farnoosh Tarabi. Question for you. Do you think that you might be a wounded achiever? I write, in a healthy state of panic, how in college I was an unapologetic careerist with no chill. I worked really, really hard in my 20s and I overdid it for sure. Look, today, I'm still unapologetic about my career ambitions, but I have learned and it's been a process to loosen up and value things, like relaxation and sleep and just chilling as just as important as the doing in my career.

Our guest today, Brooke Taylor, she's here to talk about her own personal story entailing what she calls her success wounds and how many “wounded” and the many different types of the wounded achiever and how each of those manifest in your life and impact your career and money choices. Brooke is a global speaker, a transformational career coach, supporting female leaders at companies like Goldman Sachs, Coinbase, Google, McKinsey, all over the world.

She's also a former marketing lead at Google. Interesting. We talk about her time at Google and how that was the place where she had her breakdown.

Brooke shares a very personal story of how her addiction to alcohol, success and external validation nearly ruined her promising career at Google, and her story of personal transformation from that New York City dwelling, work hard, play hard, 20 something, which I can relate to, into now a fulfilled, sober and thriving entrepreneur. A very inspirational story and lots of advice for all of us in the audience. Here's Brooke Taylor.

[INTERVIEW]

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FT: Brooke Taylor, welcome to So Money. It's a pleasure to have you on the show. We're going to talk about – oh, gosh. You are such an expert. Specifically, we're going to talk about the success wound and how it shows up in our financial pursuits. You have a lot of thoughts on the girl boss paradigm and, of course, that's old news now, but what's the new news? Welcome to the show.

[0:03:07]

BT: Thank you. So happy to be here.

[0:03:09]

FT: Grateful for you to come on the show. You are a former marketing lead at Google. You've worked with incredible companies, like Goldman Sachs, Google, as I said, Salesforce, McKinsey, Coinbase, you're a speaker, career coach. How did you get into this independent work that you run now, working B2B and B2C?

[0:03:29]

BT: I started my career at Google and was brought a whole lot of different opportunities for leadership development and professional development, but they were all so focused on the level of behavior. Use this framework, take this approach and that will get you to where you want to go. That will lead you to your promotion. That will help you be a better manager, or a better leader.

What I saw, because in the background, I was going through my own personal development breakdown breakthrough, I realized the importance of having a emotional mindset and spiritual conversation in addition to and a lot of instances, instead of just a behavioral conversation around leadership and career development. Because behavior is just the output of a system, right? We need to look at the level of emotion and mindset behavior and in a lot of ways, energetic work as well before we can talk about behavior. That was the gap in the market that I saw from a logical perspective. Of course, in addition to that, I was going through my own journey and really felt the need to weave the lessons that I was learning and bring them into a corporate space.

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FT: Okay, take us to the dark place. Take us to a bad time when you were at one of these companies. Maybe it was Google. Not surprised to hear that maybe the soulful work is not priority at these unicorn companies. What was your rock bottom moment?

[0:04:55]

BT: I'll take us even further back. Potentially, you can relate to this. But I grew up in Silicon Valley before it was Silicon Valley. I grew up when it was – before the self-driving cars and the free lunch. It was this place, this mecca, where the nerdiest engineers could come and become rock stars, god-like figures that we herald and we hold up today. I was literally raised by people and in a community that built the internet, where intellect was king and achievement was queen. I learned at a very young age that to belong to this community, to my elite private school and to my friends and family, I had to achieve and be productive and succeed in order to be worthy of that love and belonging.

It wasn't so much explicit. Of course, I had so much love and approval, but it was everything implicit. It was everything that was heralded. It was everything that was put up on a pedestal. It was everything that was celebrated. It was even just going to an elite private school at age, literally 10, needing to apply and take tests and look, even at the girls who were seven years older and going into college, how much that was really heralded and supported.

I took that gold to star chasing mentality to a great school, to Google. In the background, in order to relieve this pressure and this soul sickness that I had, I needed to find an outlet and my outlet became alcohol and partying. I had this work hard, play hard mindset. I took that from college, working and into Google, working really hard Monday through Thursday, chasing accolades, chasing external approval, trying to belong now into a very bro tech sales culture, which I think we all can understand what the potential downsides and the dark sides of that are.

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FT: I have no idea what you're talking about.

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BT: No, none. It doesn't show up in any other industries either, does it? Yeah. I mean, it wasn't a typical like Liz Gilbert, eat, pray love, bathroom floor moment. Mine was a lot slower, a lot more painful. Circling the toilet, so to speak. But eventually, these two worlds that I had, this one of leading teams at Google, doing exceptional work, being on a stage, and then mere few hours later, being in complete demoralization and waking up in scary circumstances. That just became untenable.

Mostly inside, it was just wreaking havoc on my self-esteem. I didn't realize that my addiction was not just to alcohol, but it was very much to external validation, approval, and to success. I could not live without it. That is the success wound. That is the pain that comes from mistaking success, achievement, and validation for self-worth. That is the thing that brought me to my knees.

[0:08:07]

FT: Did you feel alone in this while at work? Do you think that your experience is endemic of a much larger problem? Maybe not to the extremes of alcohol abuse, but this success wound that you are now, you're really waving that flag? You're really all about that and getting us, understanding how we might be suffering with this. How widespread is this?

[0:08:34]

BT: It's a universal human trauma. It is something that exists within all of us, because we exist within the context of a capitalist society and system. I've worked with women across Asia Pacific. I've worked with women in North America. I've worked with people in the UK and Europe. Everywhere I go, this message resonates. Women come to me and not just come to me, but are in the audiences of the corporations and the organizations that I'm speaking to with issues like, people pleasing, comparison, toxic perfectionism, overworking, underworking, hiding, feeling lost.

What I realized is that the root cause and reason behind those behaviors is this success wound, is this deep fear of not being good enough. It is that belief that I'm not good enough, and so, I am going to take, or take something external to fill that void, or I'm going to change myself in order to get that belonging. At the time when I was going through this in my twenties at Google, I felt so alone. I could not understand why I would be in a conference room, in a meeting where everyone would be talking about tiny little pieces of ad technology and all I wanted to do was flip the table over and be like, "You think this is a problem? I have real problems. What are we doing here? What is the meaning of all of this?" I can go from zero to existential crisis in two seconds. I don't know about you.

I felt very alone in that. My mission now is to help raise an understanding of that thing that specifically, millennial and Gen Z women are feeling. That feeling of emptiness. Like, it's not enough, no matter how far I push, no matter how much I get, it's still not enough. That is the success wound. I think there's a lot of power in naming things and putting boundaries around thing, like containing a psychological concept in a word, because it removes the power from it if we can name it.

[0:10:49]

FT: Yes. Oh, I know about that. You have actually five levels, or five types, archetypes of the wounded achiever. I want to break those down shortly. Going back to your manifestation of all this in your 20s, what was the first step you took towards healing?

[0:11:09]

BT: My first step had to be getting sober. I had to remove the thing that was causing me the most pain first. That is the approach that I take with all of my clients. What are the one to two habits, behaviors, addictions that we are using to fix an internal soul sickness and this internal void? For me, it was alcohol. I had to get sober. I got sober in a 12-step paradigm. I'm still sober. I've been sober for seven and a half years, which I'm really proud of.

[0:11:41]

FT: Congratulations.

[0:11:42]

BT: Thank you. That transformed every area of my life. For other people and for my clients, the first step in healing their success wound is this stabilization. What are those – even small. It doesn't have to look like alcohol abuse. To your point, it can look like toxic comparison. It can look like completely being out of whack with one's boundaries. It can look like, people pleasing, to a point of sickness. Those are the things that I work on stabilizing. Like any wound, if you were hemorrhaging blood and you came into the emergency room, we need to stabilize you first before we can even diagnose what's going on. That's what we do first.

[0:12:23]

FT: Then when you get to the diagnoses, can I say these are the archetypes? Which one are you, or were you, or maybe we could talk about the one or two that are more patterned in our culture.

[0:12:39]

BT: Yeah. There are five manifestations of this success wound that permeate our culture. I call them wounded achiever archetypes. Anyone can listen to this, or they can take a quiz and figure out what archetype they are. When I was in this period of my life, I was, no surprise, the work hard, play hard wounded achiever. This is the person who has to be busy, has to chase all the peak experiences, has to live life to the fullest, is running on fear of regret that they might wake up one day and say, I didn't do it all. This work hard, play hard, this is the person who is constantly keeping themselves busy, such that they don't have to look at the real thing that's going on underneath.

On the inside, there's this nagging feeling that working hard and playing harder is a good thing. It's something to be admired. The truth of how it impacts people is that it's decimating their self-esteem and their unworthiness. That's the first one.

[0:13:40]

FT: Wow. Okay, keep going. By the way, I talk about fear of regret in my book, one of our biggest fears. I won't say more than that. I'll just let you keep going.

[0:13:49]

BT: Okay. I'm curious.

[0:13:50]

FT: I feel like, I don't think I'm that one. Because I'm not really good at playing. I'm not a good player. I'm not a good, have fun person. At least, I wasn't in the early – I felt like I may be over-index on work and didn't – Is there an archetype for someone who just works?

[0:14:07]

BT: That's it. You got the next one. I think this might be you. This is the grinder. This is the grinder.

[0:14:13]

FT: Okay. I'm the grinder. Okay.

[0:14:16]

BT: Tell me if this sounds familiar. Do you believe that, or did you believe that the longer and the harder that you worked, the more success that you would have?

[0:14:24]

FT: Yes. I very much relate to that linear myth, actually. I don't think it's true. But nevertheless, it's how I ended up, I think, getting very burned out in my twenties.

[0:14:35]

BT: Yeah. No surprise. A lot of people continue that, not only through their twenties, but their thirties, their forties, their fifties, especially when they become parents. They grind at the parenting game. They grind at thinking that they can not just have it all, but that they need to keep it all supported, that can keep it all up. If it's not going to get done – if it's not going to get done by them, then it's not going to get done. This is running on a fear of not being supported and also, a fear of not being good enough. These grinders are often high-achieving children who ascended in educational system quickly and learned that the longer they worked and the better they performed at school, or in sports, or in musical theater, that the better that they would be, because they received very easily praise and acknowledgement and attention and love.

Of course, it has its downside. It can lead to dramatic burnout. It can lead to a sense of, “If I'm not productive, then I'm going to be losing my edge.” That nagging voice, or that fear of taking your foot off the pedal. This not only leads to burnout, but it can lead to an over-identification of,

“I am my work and I am my productivity. If I'm not being productive, I'm not living.” Does that encapsulate where you feel like you are now, or where you were?

[0:16:01]

FT: Oh, it was very much my narrative. While I don't think I buy into it now, I find myself – it's a very easy relapse, if you will. You can easily get back into that. Because you to your point, it's like low-hanging fruit. For those of us who are not afraid of work and like to achieve and like to be admired, I mean, it's low-hanging fruit. Let me just keep doing this thing that's going to get me all the accolades and feed my soul, if you will, or my happiness. Again, to your point, there's a diminishing return to that.

[0:16:43]

BT: That's right. Diminishing return. I use that term a lot. Success and work is the warmest place to hide. It's a very easy addiction to have in our society. It's a very easy behavioral pattern. I want to be very clear, I'm not pathologizing female ambition. I think people should go after with their whole heart, everything that they want. I think that we would never almost – we would never call a man a grinder, or a perfectionist. But when is the point of diminishing returns and when does it cause suffering? That's the type of grinding that I'm talking about.

If you're working like a dog and I've never seen a dog work from a place of fear, or concern, they're working with joy and excitement and abundance, great. When does it kind of suffering and when is it diminishing returns? That's when we want to take a look at this behavior.

[0:17:34]

FT: Now, it brings up this other tangential topic of, when we sometimes say to women, you should really slow down, because almost as if her ambition is a threat. It comes across as too much. Maybe you should just relax a little bit, or you need to put more balance into your life. But maybe she's actually so happy doing what she's doing, she doesn't feel that way. It's an external criticism. That's not what we're saying, but that's important to bring up, because that can be – That's the thing that I think as a person, that is where you have to be really mindful is the way

that I'm feeling, because I'm actually physically tired, burned out, or it's because I'm feeling pressure from externalities to slow it down? I don't know. Have you ever had any experience with that in your own personal comeuppance?

[0:18:25]

BT: Absolutely. I can share about that from my own experience, but the example that I have is actually a manager that I had when I worked in a DEI consulting role. This was when I was living in Australia, her name's Sarah Liu. She runs a consultancy called The Dream Collective. She loves to work. She loves it. It's her happy place. It is something that gives her a lot of joy, a sense of purpose. I won't diagnose any of that. But here's the difference. She says, and from what I observed, she's working from a place of wholeness, from desire, from collaboration, from creativity. She's working from her true self. She's not working from her success wound. Hustling and grinding and pushing, that is when we're working from our success wound. The question that I think anybody can ask themselves is, is this behavior coming from wounding, or is it coming from wholeness?

Just going back to the top of my point, which was at Google and at a lot of these corporations where we're being taught around leadership traits and behavior, we're just given frameworks around how to give feedback, how to manage up, how to grow in our career. When that is coming from wounding, that is going to be perpetuating a lot of the issues that we're seeing in our corporations today. When that's coming from a place of wholeness and desire and collaboration itself, that is when things can really transform for us individually and collectively.

[0:20:01]

FT: Brooke, how did you learn about all of this? No, seriously. Where do you source a lot of this? I mean, I've had a lot of therapists and clinical psychologists on the show and we talk so much about our upbringing and how it impacts our adulthood. For you, as you've been researching this and creating your POVs and your strategies, what are some resources that you've been benefiting from?

[0:20:31]

BT: Going all the way back, I would say, my sense of spirituality and this concept of self started when I was 20. I started researching and reading Marianne Williamson, Deepak Chopra, Wayne Dyer. Because this concept of wholeness and true self, that can be a philosophical conversation, a psychological conversation, a spiritual conversation, what is a self, right? That is naturally, it lends itself into all these other disciplines. I came at this from a spiritual context, that there's a part of me and there's a part of all of us that is eternal, that is inherently good, that is whole, that is complete.

Then when I got sober, I entered into a 12-step paradigm, which is, again, a spiritual form of transformation. You have to believe in a higher power, whatever that is to you. It doesn't have to be divine. It doesn't have to be religious at all. It can be this concept of love, or reality, or the ocean. It can be whatever it is. The fact is that there is something other than you that is benevolent and that is taking care of you. I believe that this concept of self and coming from wholeness is partially a spiritual conversation.

Other things that I found really helpful, psychotherapy and learning internal family systems. Internal family systems is a concept that we have three selves, or three parts within us. We have a true self, the part of us that I just mentioned is eternal, that is good, that is naturally calm and confident and conscious and courageous and connected, but it gets obscured by wounds and projectors. You were nodding. Are you familiar with IFS?

[0:22:14]

FT: Dick Schwartz. Yes, I have his book on my coffee table.

[0:22:16]

BT: That's awesome. I'm a big fan of IFS. Then, of course, other work, actually, it's funny, my therapist wrote a book and it just came out. I obviously tore through her book. It's called *The Perfectionist's Guide to Losing Control* by Katherine Morgan Schafler. She was my therapist, so I was obviously like, "Where am I in the pages? What did you really think about me?"

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FT: Oh, my goodness. Did she include you?

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BT: No, she didn't. I mean, she said it's like an amalgamation of amalgamations. But, of course, secretly I'm self-centered. I'm like, "Where am I?" But she talks a lot about this notion of wholeness and perfectionism and what does perfect actually mean. Again, not to pathologize female perfection, but to see it as a strength to be honed, rather than a weakness to be pathologized. That was a lot of the work that we did together, because she was an in-house coach, excuse me, she was an in-house therapist at Google. She was an expert in that overachiever. Then I've been working with women in this context for six years, and so it's been a lot of trial and error with them and then, of course, in my own experience.

[0:23:25]

FT: What I appreciate a lot about IFS is just this idea that all your feelings are valid and with a book coming out on fear that I've written, it was very validating to read that and go, okay, so it's not just my hunch that I think fear can be, to use your words, something to be honed in on. As opposed to discarded, or undermined. That fear can be an actual strength. Imagine that.

This podcast is obviously about money. We've been talking a lot about success wounds and how they manifest at work, but how do you see it also playing out in our financial lives? When you have worked with clients, or met people that have experienced any archetype of this success wound that you see certain things showing up as well, these patterns in their financial behaviors, what are those things?

[0:24:22]

BT: If the success wound is this unconscious belief that I'm not enough and I need to get something external in order to feel enough, that wreaks havoc on our personal finances. Let me give you an example from my own life. When I was deep in my success wound, I was buying

things to fill the void. I was very much more susceptible to ads and marketing that told me if I bought this cream that it would make my skin glow, or if I went on this diet that I would look better in my clothes, or if I got my Rent the Runway subscription, I would never wear the same outfit twice, because that's a terrible thing to do.

I was latching on to style trends and fads in order to fit in and feel good enough. I, of course, was using alcohol and partying and trips to escape. Oh, my God. The trips, the travel with the – under the guise of like, I just need to relax, but it was really to fill some void. Maybe I'll experience something on this trip. Maybe I'll fall in love on this trip. Maybe this is the trip where I really can detox and feel good and come back feeling radiant.

Then another one of the archetypes is the hider, the person who says, “Okay, I'm not good enough, and maybe success is for a lucky few, but not for me. I'm just going to stay. I'm going to succeed, but only so much. I'm not going to take risks and I'm not going to go outside my comfort zone.” I had elements of that hider for sure. A hider in their personal finances tends to ignore their investing strategy, ignore what's really going on. Avoid and not look at what's really going on. For me, not checking my credit card bill, not being aware of what was happening. Actually, when I went down this path of success wound recovery and getting sober, my savings account doubled in six months, which was pretty remarkable.

[0:26:21]

FT: Wow, wow, wow. Well, you brought up these things that when we become more susceptible to marketing and then we think we have to go on the trip and buy the yoga pants and take on the diet fads, that all speaks to this theme of wellness culture and self-help and self-care. What are the connections you see between the overspending in the self-care department and our success wounds?

[0:26:47]

BT: That is such a good question. I love this topic. What I've found is that when – that wellness culture can be a band-aid and can masquerade as diet culture, as capitalism, as patriarchy,

even though it tends to be run by women, or female identifying people, it still is patriarchy, because it profits off of our belief that we're not good and whole and healthy just as we are.

Here's the truth. When I stopped looking for things outside of myself to fix this soul sickness, this spiritual malady, this success wound, I had to detox from social media. I had to unfollow influencers. I had to be careful about where I was putting my credit card. I had to be careful where I was putting my attention. The more I consume things outside of myself, including wellness culture, the less I'm actually tuned into my own internal compass and the more susceptible I am to these lies and ploys. Wellness culture is marketing culture and it's capitalism.

I wonder if you, I don't know, what your thoughts are around wellness culture and even patriarchy. I think the capitalism part's obvious, but what do you think about the patriarchy part?

[0:28:08]

FT: Oh, boy. Yeah, of course. I mean, I think capitalism to some extent is – it started as patriarchy, right? The root of it is, I mean, first was patriarchy, then came capitalism. I think we decided on the politics for the economics, or maybe they happened together. I don't know. But they were all decided in the same room with the same people and the same looking people. To talk about capitalism, you're talking about patriarchy. Now, I love to make money. Is that patriarchal? No. I haven't really gotten that deep into thinking about it in those ways. Of course, as you speak and as you have connected those dots for us, I'm nodding. I'm like, yes, yes, yes.

I mean, as I sit here, I'm wearing yoga pants and an aloe tank top that I probably spent more money than I should have. I also will say, though, that within the wellness culture, I have found what I do enjoy doing, that I don't feel pressure, that I have found things to do that first and foremost, speak to my desire to be healthy. There's nothing wrong with that, right? We're not saying that like, all the things that you might be investing in towards your health and wellness is just subliminal patriarchy. That's not it. Yeah, I think a lot of the marketing and a lot of the marketing in particular that wants us to stay small figuratively, physically is highly questionable.

[0:29:38]

BT: Yes. This is the nuance. The behavior of going and buying an aloe shirt, or getting Botox, or getting a yoga subscription, none of it is bad. None of it. The question is, where is it coming from? Is it coming from wounding, or is it coming from wholeness? Is it coming from, “I need to fix myself,” or is it coming from self-love and self-care? That is really – that's the question to be asking.

[0:30:07]

FT: Well, I'd be lying if I said it's not to fix myself. Because of course, we all have the things about ourselves that we want to improve upon. I think I'm still – I'm resisting aging a little bit. I'm like, “Oh, my God.” Social media doesn't help, those like, aging filters. What are we doing to ourselves? That's the thing that I just saw yesterday that I had my son who's nine years in. He looked like he was 11. It doesn't work on kids. Oh, my God. He's like, “Mommy, you look different.” I was like, “Yeah. I look like Mimi. That's what's going on here.”

No, I think humor helps. I think being able to laugh at yourself when you catch yourself in these moments, you're like, “I'm just trying to do this to be able to feel like I'm 30 again.” I think that I'm really appreciating the strong women out there who are, this is their platform, where they're like, “I'm tired of trying to feel like I was 10 years ago, or look like I was 15 years ago.” What happened to feeling like you're 50? Feeling like you're 60. Can we do that in peace and celebration? I'm all for that. That's who I'm following on social media, because I know me and I know that I need those reinforcements. I know that I need those reminders.

[0:31:23]

BT: That's right. Yeah. Reinforcements for sure.

[0:31:26]

FT: That's the honest truth, Brooke.

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BT: I love it. Thank you for your honesty. That makes a lot of sense.

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FT: I'm a work in progress.

[0:31:32]

BT: We all are.

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FT: Now, I know that you're working on a book. Is this a prelude to the book? Like, everything we've talked today. Is that TBD?

[0:31:42]

BT: Yes, I'm going on the very exciting journey, so to speak, of writing a book. I wrote my proposal and I am working with an agent, who we share in common. I'm just so excited to bring this message to the masses. I'm so excited to have this nuanced conversation on how aligned female ambition can change the world and helping people to really identify what that little nagging source of emptiness is, such that we can find a solution.

My vision or mission is that in the same way, we all can now understand what our anxiety is, or what our trauma is. I'd love for everyone to be able to really understand what their success wound is, not such that we can feel bad about ourselves, but such that we have a solution. Because when I know I'm anxious, I know that feeling is anxiety. Now, for the first time in college, I had no idea what that feeling was. But now I'm like, "Oh, that's anxiety." Now I know what tools I need in order to move through it. If I had no idea what it was, I wouldn't have been able to treat it.

Same thing with success wound recovery. I want people to understand what this is, what its sources are in our lives and in our childhood, such that we can grow and shift and move into a space of aligned ambition and conscious success. Conscious success is the state of happiness and fulfillment and genuine contentment that comes from following the directions of our internal guidance system over culture. It's as simple as that, but there are so many layers to this conversation. I'm so glad to have had this nuanced conversation around female ambition and perfectionism and are we working from wholeness or wounding, and what are the pros and cons of all of that?

[0:33:23]

FT: I love that. Thank you so much for bringing the message to us. We'd love to have you back once this is packaged all in a book, or even before that, because I know, that's like saying, see you here in two years, because books are – We're not going to wait that long. Yeah. We'd love to have you back, Brooke. Thank you so much. Tell us where we can find your work.

[0:33:42]

BT: Wonderful. I'm on Instagram @brookevtaylor. My website is brooketaylorcoaching.com. You can dive into the five archetypes at my website. It's brooketaylorcoaching.com/quiz. You can find out what your archetype is and get specific recommendations to heal your success wound and move from wounded achiever to aligned achiever.

[0:34:02]

FT: Grinders, if you're a grinder –

[0:34:04]

BT: Grinder, baby.

[0:34:06]

FT: Let's unite. Brooke Taylor. Brooke, thank you so much.

[0:34:10]

BT: Thank you.

[END OF INTERVIEW]

[0:34:13]

FT: Thanks to Brooke for joining us. You can learn more about Brooke at brooketaylorcoaching.com. I'm also following her on Instagram. She's got great content there @brookevtaylor. We'll put all those links in our show notes.

Twenty days until *A Healthy State of Panic* is out in the world. If you want to get yours first before everybody else, best to pre-order it now so that you can get it right on October 3rd. You can do so by visiting ahealthystateofpanic.com. I have some bonuses reserved for those of you who do wish to get a head start on this order. I would really appreciate it, because we know pre-orders, they go a very long way in helping an author's bestseller ambitions, helping us get our books in bookstores and setting up books for long-term success. I appreciate you. Thanks in advance. Until Friday, everybody, I hope your day is so money.

[END]