



# Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity

By Mike Robbins

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## Praise for *Be Yourself, Everyone Else is Already Taken*

"Mike's book is a wonderful expression of authenticity in action—clear, honest, instructive, and a passionate call to be your true Divine Self."

—**Cheryl Richardson**, New York Times best-selling author, *Take Time for Your Life*

"Mike Robbins provides a clear guide for intelligently and compassionately coming face-to-face with yourself and loving the person you meet. His five principles of authenticity teach us how to embrace and celebrate all aspects of who we are and what it means to be a spiritual being having a human incarnation."

—**Michael Bernard Beckwith**, author, *Spiritual Liberation*

"*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**, New York Times best-selling author, *Five Wishes*

"Mike Robbins has written a powerful, down-to-earth, and insightful book on one of the most important aspects of happiness and fulfillment in life—authenticity. *Be Yourself, Everyone Else Is Already Taken* will give you tools and techniques to enhance your life and relationships in a profound way."

—**Marci Shimoff**, New York Times best-selling author, *Happy for No Reason*

"*Be Yourself, Everyone Else Is Already Taken* reminds us that God created each one of us for a unique purpose. We live in a world where the lines between fake and real have blurred. This powerful book teaches you how to access and express the realness you crave in your work, your relationships, and yourself."

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

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### Editorial Review

From Publishers Weekly

Starred Review. Robbins, the highly visible lantern-jawed motivational speaker/coach/author/guru (author of *Focus on the Good Stuff*), returns with a primer on authenticity: what it means, what it can do, and how to achieve it. A master of his craft, Robbins' guide is thorough, direct and carefully organized, with an understanding and enthusiastic voice. Beginning with the reasons we lose our authentic selves, Robbins enumerates the pressures to conform in family, school, religion, politics and the media, as well as the damaging messages we absorb, like "be a good boy," "calm down" and "shut up." Robbins explains how these pressures lead to self-criticism and fear, then how to overcome them through greater awareness and compassion for one's faults. With questions, exercises, action points and sound practices, Robbins provides a map to transforming fear, gaining self-knowledge and celebrating your authentic self, with a measured pace and a minimum of distraction (no sidebars, charts or breakout boxes). Readers looking for a positive, no-nonsense guide to self-actualization should find Robbins an ideal guide.

Review

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From the Inside Flap

Authenticity is the buzzword of the moment. "Be true to yourself." "Be your real self." "Be the person you were meant to be." The message is loud and clear. Or is it? There is pressure from all around (our parents, teachers, spouses, co-workers, friends, and the media) telling us it's more important to be liked and to fit in than it is to be who we truly are. We are also constantly bombarded with messages telling us that we aren't good enough and need to be fixed.

Written by Mike Robbins—best-selling author and motivational speaker—*Be Yourself, Everyone Else Is Already Taken* shows how you can overcome your fear about being who you really are and accept yourself without a mask, pretensions, bluff, or fakery. This encouraging book will help you confront some of your own personal challenges with honesty and genuineness. It contains powerful ideas, principles, and practices that when integrated into your life on a regular basis can help you access a deeper place of truth within you. *Be Yourself, Everyone Else Is Already Taken* will empower you to

- Confront and transform your fear
- Express yourself fully and confidently
- Deal with conflicts directly and resolve them effectively

- Take risks and go for what you truly want in life
- Keep things in perspective and have more fun
- Trust, forgive, and celebrate yourself
- Have more freedom, peace, and confidence in your relationships, your work, and your life

Being your authentic self is not for the faint of heart, but once you're willing to truly engage and do the work to become real, your life will be more exciting, meaningful, and fulfilling!

## **Users Review**

### **From reader reviews:**

#### **Robert Johnson:**

This Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity book is not really ordinary book, you have it then the world is in your hands. The benefit you have by reading this book will be information inside this guide incredible fresh, you will get details which is getting deeper anyone read a lot of information you will get. This particular Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity without we know teach the one who examining it become critical in thinking and analyzing. Don't possibly be worry Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity can bring any time you are and not make your carrier space or bookshelves' turn out to be full because you can have it in the lovely laptop even cellphone. This Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity having great arrangement in word as well as layout, so you will not feel uninterested in reading.

#### **Diane Russel:**

Now a day people who Living in the era exactly where everything reachable by interact with the internet and the resources included can be true or not need people to be aware of each information they get. How many people to be smart in having any information nowadays? Of course the correct answer is reading a book. Looking at a book can help people out of this uncertainty Information particularly this Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity book as this book offers you rich facts and knowledge. Of course the details in this book hundred per cent guarantees there is no doubt in it you know.

#### **Jim May:**

This Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity is great e-book for you because the content and that is full of information for you who always deal with world and still have to make decision every minute. That book reveal it information accurately using great coordinate word or we can state no rambling sentences inside. So if you are read the item hurriedly you can have whole details in it. Doesn't mean it only provides you with straight forward sentences but challenging core information with attractive delivering sentences. Having Be Yourself, Everyone Else is Already Taken: Transform Your Life with the Power of Authenticity in your hand like getting the world in your arm, data in it is not ridiculous 1. We can say that no guide that offer you world with ten or fifteen second right but this guide already do that. So , this can be good reading book. Hi Mr. and Mrs. stressful do you still doubt in

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**Thomas Ellis:**

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