

Ebook Effortless Success

Change Your Life by Flipping One Switch in Your Mind If you could change your life by flipping one switch your mind, what would you alter? Would you be slimmer and healthier? Would you develop a better relationship with your family, would you earn more money? It's time to start turning those dreams into reality... *The Secret That Changed My Life - And Will Change Yours Too* I've always been a dreamer. Sadly, those dreams were often out of reach. I'd achieve success in one part of my life - maybe getting good grades, or a promotion - only to see negative side-effects, such as weight gain and stress. And that was when things worked out; more often than not, I simply failed to achieve my goals. Thankfully, all that changed a few years back, when I stumbled across the Identity Switch method. Effortless Alteration "No pain, no gain" - it's a mantra that's drilled into many of us. But what if it weren't true? What if achievement weren't a function of blood, sweat and tears - but mere psychology? This book discusses the art of making achievement feel effortless, via lethal psychological strategies and habit formation hacks - all rolled into one powerful process, aka the Identity Switch Method.

Every chapter within is broken down with easy-to-follow stories and information, laced with quick-fire facts and tips you can put into action right now.

Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the “dazzle factor” is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don't want to be “wowed”; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? *The Effortless Experience* takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the “dazzle factor” fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

Get a good night's rest—every night—without all the drama **This TWO-IN-ONE EBOOK PACKAGE** covers infancy to toddlerhood! Are you drowsing off as you read this? Chances are

your baby is keeping you up at night. You can't bear to hear your child cry him or herself to sleep—but, simply put, you need rest. No-Cry Sleep Solutions—for Babies through Preschoolers is the answer to your dreams. Packed with everything you'll need to ensure full-night sleeps for you and your family for the next five years, this comprehensive ebook package gives you proven-effective techniques for gently easing your little ones into a peaceful night's sleep. No-Cry Sleep Solutions—for Babies through Preschoolers includes: The No-Cry Sleep Solution Bestselling author Elizabeth Pantley provides strategies for overcoming all the naptime and nighttime problems you face. The No-Cry Sleep Solution helps you: Uncover the stumbling blocks that prevent your baby from sleeping through the night Determine—and work with—your baby's biological sleep rhythms Create a customized, step-by-step plan to help your child sleep through the night Use the Persistent Gentle Removal System to teach your baby to fall asleep without breast-feeding, bottle-feeding, or using a pacifier The No-Cry Sleep Solution for Toddlers and Preschoolers Getting willful toddlers and energetic preschoolers to sleep introduces a new set of challenges. The No-Cry Sleep Solution for Toddlers and Preschoolers offers a wellspring of positive approaches to get your child to go to bed, stay in bed, and sleep all night—without the need to use punishments or other negative and ineffective measures. The No-Cry Sleep Solution for Toddlers and Preschoolers tackles all the obstacles, including: Refusals to go to bed Night waking and early rising Reluctance to move out of the crib and into a big-kid bed Nighttime visits to the parents' bed Naptime problems Nightmares, "night terrors," and fears Special sleep issues of twins, special needs children, and adopted children Sleepwalking, sleep talking, snoring, and tooth grinding

Essentialism

The Effortless Life

Enough As She Is

The No-Cry Sleep Solution Enhanced Ebook

Living the Success Principles

Finding Your Way Back Home

How to Talk to Women

There is a space within you where you are already perfect, whole and complete. a space of pure consciousness - the space inside which all thoughts come and go. When you rest in the feeling of this space, the warmth of it heals your mind and body. When you operate from the infinite creative potential of this space, you produce high levels of performance and creative flow. When you sit in the openness of this space with others, you experience a level of connection and intimacy that is breathtakingly enjoyable and filled with love. And when you explore this space more deeply, you will find yourself growing closer and closer to the divine, even if you are not sure there is such a thing and wouldn't know how to talk about it if there were. Every problem we have in life is the result of losing our bearings and getting caught up in the content of our own thinking. The solution to every one of those problems is to find our way back home. This is both the invitation and the promise of this book. One problem. One solution. Infinite possibilities. Are you ready to begin? In our overloaded lives, finding time to read is a true challenge. Yet, we occasionally hear great people, like Bill Gates, Warren Buffet, or Elon Musk, talk about how they maintain their reading routines or how their dedication to reading helps differentiate them from the crowd. You might have already read other self-

development books on how to increase your reading speed. The problem, though, is that they all tend to offer pretty much the same advice: Expand your vision, store up your vocabs, scan, skim, and so on. It's all good advice but is no longer applicable in the new digital world. This book is aimed at nonfiction readers who read under 50 books every year and want to up their game. Avid readers will also enjoy the book as it provides a new perspective about reading habits. For entrepreneurs who are very tight on learning time, this book could be the remedy for your thirst for knowledge, helping you to keep your innovation-ball rolling on the industry's edge. Effortless Reading provides a new approach to reading that once again puts you in control of the exponentially growing knowledge stream, supporting you in achieving the level of success that you desire. Even if you are a slow reader, you can still apply the technique proposed in Effortless Reading. If you have never read a book before, following the formula in Effortless Reading will save you months of wasteful reading effort. The best part--you can spend as few as 15 minutes a day and still be able to build a sustainable and beneficial reading practice. In this book, you will come across the following: Fundamentals of the reading mindset that distinguish a smart reader from a regular one. Pitfalls that stop people from building healthy reading habits. The recommended reading approach and the four elements that make it efficient and effortless. You might have realized that with today's deluge of information, you have to do something different to keep up. What is stopping you from making every minute of your reading time counted?

Discover How to Master the Art of Conversation, Effortlessly Engage and Deeply Connect with Women and Dramatically Improve Your Dating Life! Tired of freezing up when in close proximity to an attractive woman you'd like to talk to? You often run out of things to say when talking with a woman, only to watch her slowly lose interest? If you want to stop all these in your life, then keep reading. Learning how to effortlessly talk to women and getting them to open up to you is a skill that so few men have and can open up a world that you never knew existed. Women are more likely to do you favors and even date you if you know how to properly connect with them. And it doesn't have to be difficult. In this powerful guide, Ray Asher condenses his years of struggles, trials and errors and his eventual discovery of the secrets of deeply connecting with women using the power of conversation to help you bring the kind of women you desire into your life. How to Talk to Women, the only book you'll ever need to connect with women on a level she'd never experienced before. Here's a taste of what you'll discover inside How to Talk to Women: The 4 surefire conversational topics that are universally engaging for women 5 foolproof ways to have memorable conversations with women Simple ways to help you avoid turning off a woman with "mansplaining" An effective conversational template that you never run out of things to say 10 powerful list of tips to make a woman feel completely understood by you Effortless ways to get to discuss sexual topics with you How to get past the small talk and get into a conversation with a woman 6 topics to avoid like the plague when in a conversation with a woman you're interested in How to tell an insanely good story that will h

her hanging onto your every word Pro tips to help you smoothly ask for her digi
And much, much more... Whether you're completely clueless when it comes to
women, or you're looking to sharpen your conversational skills with them, this g
will get you started on the way to a more charming, attractive version of yours
FAST ACTION FREE Bonus: Get a simple and powerful resource that will help
you easily understand, quickly recall and immediately practice all your newfound
knowledge and skills, even if you have severe gynophobia or are an introvert! **
you're ready to finally learn how to effortlessly talk to and attract women witho
breaking a sweat and say goodbye to overwhelming shyness, now is the time. S
what are you waiting for? Scroll up to the top of this page and pick up your cop
now by clicking the "BUY NOW" button!

FIRST PRIZE WINNER of the SOCIETY FOR EDUCATIONAL STUDIES book
award 2006 "As a practising youth worker and researcher, I found this book a
fascinating and engaging read...It provides a useful analysis and exploration of th
classed and gendered 'anti-school' ethic in place presently within many schools,
and it will provide a meaningful analysis for academics, policymakers and
practitioners and anyone with an interest in gender, education and young people
Fin Cullen, Goldsmiths College, Review in Gender and Education "I would
[therefore] urge everyone concerned with what is happening in schools to read
book, with its fascinating data and nuanced arguments." Heather Mendick, Lond
Metropolitan University - Review in British Journal of Educational Studies This
innovative book looks at how and why girls and boys adopt 'laddish' behaviours i
schools. It examines the ways in which students negotiate pressures to be popu
and 'cool' in school alongside pressures to perform academically. It also deals wi
the fears of academic and social failure that influence pupils' school lives and
experiences. Drawing extensively on the voices of students in secondary schools
explores key questions about laddish behaviours, such as: Are girls becoming mo
laddish - and if so, which girls? Do boys and girls have distinctive versions of
laddishness? What motivates laddish behaviours? What are the consequences of
laddish behaviours for pupils? What are the implications for teachers and school
The author weaves together key contemporary theories and research on
masculinities and femininities with social psychological theories and research on
academic motives and goals, in order to understand the complexities of girls' and
boys' behaviours. This topical book is key reading for students, academics and
researchers in education, sociology and psychology, as well as school teachers a
education policy makers.

Blowing My Way to the Top

How to Be a 3% Man, Winning the Heart of the Woman of Your Dreams

The Personal MBA 10th Anniversary Edition

The Surprising Secrets to a Life of Passion, Purpose, and Prosperity

Improve Your Social Skills, Master Small Talk, Connect Effortlessly, and Make
Real Friends

Effortless

When the Pursuit of Success Isn't Enough

Stressless Success will leave you with the incredible ability to elevate your thoughts, emotions, and energy in a way that allows your life to flow with ease instead of stress. The time is now to discover the surprising secrets that will change and improve your life forever

This practical guide is for anyone contemplating coaching as a career: coaches in training, coaches already trained and hoping to build a thriving business. This totally revised second edition offers step by step guidance on what to do: · What does it take to succeed as a coach? How long does it take? · Why it matters to get practice clients and where to find them · Why is it so important to think like a buyer rather than like a seller? · What can you charge? · How do you make yourself distinctive in a crowded market? · What do you need to do to attract clients? Which marketing materials and methods pay off and which are a waste of time? · How can you exploit social media? · Overcoming your fear of selling: how to sell with integrity · Going for growth: what is involved in building an even bigger business? “Jenny Rogers has the rare ability to offer the lessons of decades of experience in ways which are practical to implement and easy to absorb. This book is comprehensive - offering both high level concept and lots of important details on the kinds of things that differentiate the successful coaching professional from the crowd. Perhaps most importantly she offers proven, thorough answers to critical questions that many people would not even think to ask in setting up or developing their business.” Phil Hayes, Chairman, Management Futures, UK “Another great book from Jenny Rogers. I remember using the first edition of her book very early on in my career and remain hugely grateful for the informed insights and sensible suggestions. As always with Jenny’s books, a new edition does not simply mean a few typos corrected and a couple of new references. In addition to the really helpful sections I remember from the first edition (e.g. on how to manage networking and selling whilst remaining authentic), Jenny has drawn on her experience and the courage to address some of the other really difficult issues that concern new coaches. How much should I charge? How will I find my clients? What training should I do? Even Where should I coach and What should I wear? I train new coaches every year and these are the questions they ask. I will certainly be recommending Jenny’s book - and drawing on it myself to help

the coaches on my courses have the best possible start to their careers.” Jane Cook, Managing Director, Linden Learning, UK

“In a marketplace crowded with quick fixes and unrealistic promises, this book is a breath of fresh air! Drawing on the author’s extensive experience, this book lays out a sober, practical approach, while also offering encouragement and inspiration. In her warm, compelling style, Jenny Rogers explores the essential steps towards building a sustainable coaching business—from improving your own coaching skills, to developing your brand, to marketing your services with integrity.” Leni Wildflower, PhD, PCC, Knowledge Based Coaching in the Workplace, Fielding Graduate University, USA

“This book is a must read for anyone who wants to earn a living through coaching. Jenny combines natural enthusiasm and positivity with a good dose of realism by applying a pragmatic and sometimes humorous lens to the business of coaching. No matter how experienced you are in running a coaching business, there is something in this book for everyone - from pragmatic hints and tips at start up stage through to some insightful checks and balances to ensure a consistently high service from established businesses. Jenny demonstrates a real depth of understanding about the questions that will/should be at the forefront of the minds of many new coaches about to set up in business. She has generated in depth answers, pragmatic lists of best practice and sound advice. Her sound advice will help pave the way to your success as a coach.” Susan Binnersley, MD h2h resources limited, UK

“I must admit when I picked up this book I wondered how Jenny could improve on her original book Developing a Coaching Business, however Building a Coaching Business is the essential guide for starting, growing and sustaining a business. Tailored to coaching, it provides a step-by-step guide full of tested methods, insight, ideas and practical information, and written in Jenny’s engaging style. Her facilitative approach to selling is a gift. Having come from the public sector selling was one of my biggest challenges but when I use the facilitative model I feel confident and professional. This is a book that challenges and inspires, and you will find yourself recommending it to other people, who may not even be coaches.” Margaret Kelly, Executive Coach, Margaret Kelly Consulting, UK & Ireland

“If those of my colleagues who decided to change their careers and set up a coaching business had got at the right time access to this

book, it would have been so much easier for them. To take into consideration all the practical issues as well as read about the newest trends and most effective approaches to such areas as selling. To have a wide perspective and yet remember that the devil is the detail. Knowing all this can shorten the route to success, at the same making the expectations more realistic. It is an obvious must for anybody who wants to build a coaching business. But I would also recommend this inspiring and comprehensive book to anybody who thinks of different options in their professional life.” Dorota Porażka, Vice-President of the Board, DORADCA Consultants Ltd, Poland “I strongly recommend this book. Jenny Roger addresses what one needs to know and be aware of for building and developing a coaching business. It is written in a down-to-earth, straight to the point, yet insightful and comprehensive way. Jenny doesn’t avoid the uncomfortable questions, either mitigates what needs to be said and to be ponder. If you are serious about your coaching business and your coaching practice then this book is a must-have (and to pursue!!).” Ana Oliveira Pinto, Executive Coach, Portugal “This book is a must for coaches wanting business success. It gives executive coaches like me business savvy solutions to overcome things like the dread of networking. The best bit is the section on facilitative selling because it gives me a new and more authentic way to sell my services. The book is written in a warm, wise style with a wealth of practical advice and insights. It feels like Jenny is in the room coaching you - just without the coffee!” Jacqui Harper, INSEAD lecturer, Communication Coach, Author, Speaker “This beautifully written book is a must-read for anyone wanting to build a coaching business. It's chock full of wisdom from someone who's been at the top of her profession for the last two decades. I read it when starting my business and remain indebted to it but now it's been substantially updated to reflect changes in the market and developments such as social media. If you feel daunted by the prospects of setting up a company, developing a brand, selling, networking or any of the myriad skills you need to be successful then I suggest you buy this book.” Mark Wakefield, Director, Vogel Wakefield, the counter-consultancy, UK “A clear, systematic and down-to-earth primer on how to start, build and maintain a professional coaching business. After many years as a coach, I still find myself inspired by many of the ideas in this book. And she commendably grasps the nettle

of coaching fees, for which new coaches should be very grateful!" Clare Brigstocke, Executive Coach, Lateralshift "Jenny Rogers' earlier Developing a Coaching Business has been a mainstay for Meyler Campbell Graduates for years, but this new version is even better. It has all the crucial basics, plus vital new material on quality, brand differentiation, integrity, and being future-ready. Warm, practical and honest, the book's wealth of tips, useful checklists, and an excellent section on fees, should accelerate your business growth. From the lessons of a simple sandwich, to Enron, to coaching businesses' stages of growth, it's all here - invaluable." Daniel Burke, Chairman, Meyler Campbell

You were made to reign in every way! Author, evangelist, and pastor, Joseph Prince uncovers the secret to reigning over adversity, lack, and destructive habits. Discover how to experiencing the success, wholeness, and victory that God created to enjoy. In this powerful book, Joseph Prince reveals that Its not about what you must accomplish. Its about what has been accomplished for you. Its not about a list of rules. Its about Gods secret to reigning effortlessly in life. Its not about your will-power to change. Its about His power changing you. Start reigning over sickness, financial lack, broken relationships, and destructive habits! Discover how you can reign in life today!

It is often assumed that for middle class and academically able children, schooling is a straightforward process that leads to academic success, higher education and entry into middle class occupations. However this fascinating book shows these relationships to be complex and often uncertain. Based on the biographies of 350 young men and women who might have been considered 'destined for success' at the start of their secondary schooling, the book maps out the educational pathways they took. It analyses their subsequent achievements and entry into employment and compares them with their parents, with one another, and with their generation. Identifying patterns in the data, it also explores examples of extraordinary success and failure, and various forms of interrupted and disrupted careers. As well as documenting a compelling human story, the findings have important implications for current policy debates about academic selection, access to elite universities, and the limits of meritocracy.

EBOOK: Building a Coaching Business: Ten steps to success 2e

Kick Ass in Life in 7 Days
Introductions to Key Topics in Psychology
Small Actions: Leading Your Career To Big Success
You Can Have What You Want
Destined to Reign
EBOOK: Lads and Ladettes in School

The 'small actions' you take today can put you on the path to big career success tomorrow. If actions are innovative, intelligent and well-timed, they can make a lasting impact and help you navigate your career journey in the face of uncertainty and disruptions. A key opinion leader on LinkedIn, Eric Sim shares practical and actionable tips to help you achieve your career goals. He draws these from his diverse real-life experience — from selling street food and training to be an engineer, to becoming a managing director at UBS Investment Bank. Arranged thematically into bite-sized chapters, this book brings together a series of relatable stories and case studies. You'll learn valuable career lessons, such as why it's important to be a 'combo specialist', and how you can influence people and build your personal brand. Whether you're just starting out in the workforce or are looking to get further ahead, let this book inspire you to take powerful small actions of your own.

Insight Guides Explore Shanghai Travel made easy. Ask local experts. Focused travel guide featuring the very best routes and itineraries. Discover the best of Shanghai with this unique travel guide, packed full of insider information and stunning images. From making sure you don't miss out on the must-see, top attractions like the Bund, Yu Garden and the Oriental Pearl TV Tower, to discovering cultural gems, including the inspirational M50 Art District, a fascinating and informative trip to the Shanghai Museum, and a peaceful walk in Fuxing Park, the easy-to-follow, ready-made walking routes will save you time, and help you plan and enhance your visit to Shanghai. Features of this travel guide to Shanghai: - 15 walks and tours: detailed itineraries feature all the best places to visit, including where to eat and drink along the way - Local highlights: discover the area's top attractions and unique sights, and be inspired by stunning imagery - Historical and cultural insights: immerse yourself in China's rich history and culture, and learn all about its people, art and traditions - Local recommendations: discover the best hotels, restaurants and nightlife using our comprehensive recommendations - Practical full-colour maps: with every major sight and listing highlighted, the full-colour maps make on-the-ground navigation easy - Key tips and essential information: packed full of important travel information, from transport and tipping to etiquette and hours of operation - Covers: The Bund; Behind the Bund; People's Square; Nanjing Road West; The Old Chinese City; Xintiandi; The Former French Concession; Hongkou Jewish Ghetto & Lu Xun Park; Suzhou Creek; Xujiahui; Pudong; Shanghai After Dark; Tongli; Suzhou; Hangzhou

Looking for a comprehensive guide to China? Check out Insight Guides China for a detailed and entertaining look at all the country has to offer. About Insight Guides: Insight Guides is a pioneer of full-colour guide books, with almost 40 years' experience of publishing high-quality, visual travel guides with user-friendly, modern design. We produce around 400 full-colour print guide books and maps as well as phrase books, picture guides, packed eBooks and apps to meet different travellers' needs. Insight Guides' unique combination of beautiful travel photography and focus on history and culture create a unique visual reference and planning tool to inspire your next adventure.

Effortless English: Learn To Speak English Like A Native A.J. HOGE, THE WORLD'S #1 ENGLISH TEACHER, teaches you his most powerful methods for learning to speak English fluently and confidently. Famous for training corporate and government leaders, A.J. Hoge gives you a step-by-step program teaching you the system that will help you master English and achieve ultimate success with English. You have studied English for years and yet you still do not speak well. When you speak English, you make grammar mistakes. Your pronunciation is not clear. Worst of all, you feel nervous and shy when you try to speak English. You read English well, but after all these years you still cannot speak well. The good news is, it's not your fault. You have simply used old ineffective

methods. Effortless English will teach you a completely new way to learn English faster. Effortless English will..... *Teach you how to overcome nervousness, shyness, and fear when speaking English. *Master spoken English grammar quickly and naturally *Teach you how to improve your English pronunciation and develop an American, British, or Australian accent. *Show you how to achieve a high TOEFL, IELTS, or TOEIC score. *Help you learn vocabulary 4-5 times faster. *Tell you how to feel stronger, calmer, and more powerful when speaking English. *Teach you how to understand native speakers and communicate clearly with them during real conversations. *Help you get better jobs by learning business English. *Teach you how to learn grammar without memorizing grammar rules. "You have studied English many years, yet you still do not speak well. You read English books but you feel nervous and frustrated when speaking. It is time for a change. I will teach you to speak English quickly, easily, and automatically using my Effortless English System (TM). I will teach you to speak with correct grammar and excellent pronunciation. You can achieve success now simply by changing the way you learn English." --A.J. Hoge

Success Is Great. But Significance Is Lasting. You've achieved a measure of success in the first half of life, and it's been a thrill. But deep in your heart, you want your second half to count for something far more. Something bigger than you. Significance. You're not alone; you're in "Halftime." You want to discover where your deepest passions intersect with your greatest abilities and harness them to help change the world. But what does significance look like? How do you achieve it? What will it cost you? What if you are not yet financially independent? Who can help you make sense out of this stage of life? Lloyd Reeb knows how it is. He's wrestled with the same questions and found answers. In *From Success to Significance*, he unfolds a blueprint that has helped thousands of men and women redefine success and infuse their lives with eternal significance. Adapt Reeb's approach to your circumstances and, with God's help, put it in motion. It works, and it will work for you. Discover God's unique purpose for your life. Your talents, your drives, and everything you do will make sense in a new way and have an impact you've never dreamed of. Go ahead, start dreaming. Because significance is within your reach, and it starts by finding the freedom to dream. "Many people measure their success by wealth, recognition, power, and status. There's nothing wrong with those, but if that's all you're focused on, you're missing the boat. Lloyd Reeb shows that if you focus on significance—using your time and talent to serve others—that's how meaningful success can come your way."

Accomplishing More by Managing Your Time, Attention, and Energy

Make It Easier to Do What Matters Most

Effortless Reading

Learn to Speak English Like a Native

The Disciplined Pursuit of Less

A Concise Manual for Contentment, Mindfulness, & Flow

Psych 101 Series Sampler (eBook)

The 10th anniversary edition of the bestselling foundational business training manual for ambitious readers, featuring new concepts and mental models: updated, expanded, and revised. Many people assume they need to attend business school to learn how to build a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The *Personal MBA 10th Anniversary Edition* provides a clear overview of the essentials of every major business topic: entrepreneurship, product development, marketing, sales, negotiation, accounting, finance, productivity, communication, psychology, leadership, systems design, analysis, and operations management...all in one comprehensive volume. Inside you'll learn concepts such as: *The 5 Parts of Every Business*: You can understand and improve any business, large or small, by focusing on five fundamental

topics. The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. 4 Methods to Increase Revenue: There are only four ways for a business to bring in more money. Do you know what they are? Business degrees are often a poor investment, but business skills are always useful, no matter how you acquire them. The Personal MBA will help you do great work, make good decisions, and take full advantage of your skills, abilities, and available opportunities--no matter what you do (or would like to do) for a living.

NEW YORK TIMES BESTSELLER • A Times (UK) Best Book of the Year • From the author of the million-copy-selling *Essentialism* comes an empowering guide to achieving your goals. It all starts with a simple principle: Not everything has to be so hard. “In a world beset by burnout, Greg McKeown’s work is essential.” –Daniel H. Pink, author of *When, Drive, and To Sell Is Human* “At a time when fear, uncertainty, and our ever-growing list of responsibilities have come to feel like much too much to handle, *Effortless* couldn’t be timelier, or more necessary.” –Eve Rodsky, author of *Fair Play* Do you ever feel like: • You’re teetering right on the edge of burnout? • You want to make a higher contribution, but lack the energy? • You’re running faster but not moving closer to your goals? • Everything is so much harder than it used to be? As high achievers, we’ve been conditioned to believe that the path to success is paved with relentless work. That if we want to overachieve, we have to overexert, overthink, and overdo. That if we aren’t perpetually exhausted, we’re not doing enough. But lately, working hard is more exhausting than ever. And the more depleted we get, the more effort it takes to make progress. Stuck in an endless loop of “Zoom, eat, sleep, repeat,” we’re often working twice as hard to achieve half as much. Getting ahead doesn’t have to be as hard as we make it. No matter what challenges or obstacles we face, there is a better way: instead of pushing ourselves harder, we can find an easier path. *Effortless* offers actionable advice for making the most essential activities the easiest ones, so you can achieve the results you want, without burning out. *Effortless* teaches you how to: • Turn tedious tasks into enjoyable rituals • Prevent frustration by solving problems before they arise • Set a sustainable pace instead of powering through • Make one-time choices that eliminate many future decisions • Simplify your processes by removing unnecessary steps • Make relationships easier to maintain and manage • And much more The effortless way isn't the lazy way. It's the smart way. It may even be the only way. Not every hard thing in life can be made easy. But we can make it easier to do more of what matters most.

“Is it wrong that I wanted to underline every single word in this book? Simmons brilliantly crystallizes contemporary girls’ dilemma: the way old expectations and new imperatives collide; how a narrow, virtually unattainable vision of ‘success’ comes at the expense of self-worth and well-being. *Enough As She is* a must-read.” –Peggy Orenstein, author of *Girls & Sex* From the New York Times bestselling author of *Odd Girl Out*, a deeply urgent book that gives adults the tools to help girls in high school and college reject “supergirl” pressure, overcome a toxic stress culture, and become resilient adults with healthy, happy, and fulfilling lives. For many girls today, the drive to achieve is fueled by brutal self-criticism and an acute fear of failure. Though young women have never been more “successful”-outpacing boys in GPAs and college enrollment-they have also never struggled more. On the surface, girls may seem exceptional, but in reality, they are anxious and overwhelmed, feeling that, no matter

how hard they try, they will never be smart enough, successful enough, pretty enough, thin enough, popular enough, or sexy enough. Rachel Simmons has been researching young women for two decades, and her research plainly shows that girl competence does not equal girl confidence—nor does it equal happiness, resilience, or self-worth. Backed by vivid case studies, Simmons warns that we have raised a generation of young women so focused on achieving that they avoid healthy risks, overthink setbacks, and suffer from imposter syndrome, believing they are frauds. As they spend more time projecting an image of effortless perfection on social media, these girls are prone to withdraw from the essential relationships that offer solace and support and bolster self-esteem. Deeply empathetic and meticulously researched, *Enough As She Is* offers a clear understanding of this devastating problem and provides practical parenting advice—including teaching girls self-compassion as an alternative to self-criticism, how to manage overthinking, resist the constant urge to compare themselves to peers, take healthy risks, navigate toxic elements of social media, prioritize self-care, and seek support when they need it. *Enough As She Is* sounds an alarm to parents and educators, arguing that young women can do more than survive adolescence. They can thrive. *Enough As She Is* shows us how.

"The book speaks to me as one of those texts that will become seminal in mathematics education. It is original, refreshing, and despite a complicated plot, points to some ways forward. It is engagingly written, if at times perhaps a little bit no-nonsense in tone. It will be of interest to teachers and teacher educators, as well as providing a theoretical stance that should inform future research." Review from BERJ, 2007

The study of mathematics, together with other 'gendered' subjects such as science and engineering, usually attracts more male than female pupils, particularly at more advanced levels. In this book Heather Mendick explores this phenomenon, addressing the important question of why more boys than girls choose to study mathematics. She combines new research with an original theoretical approach to argue that 'doing mathematics is doing masculinity'. The book illuminates what studying mathematics means for both students and teachers and offers a broad range of insights into students' views and practices. In addition to the words of young people learning mathematics, the masculinity of mathematics is explored through historical material and cinematic representations. Heather Mendick discusses the ways in which the alignment of mathematics with masculinity creates tensions for girls and women doing the subject. These tensions are sensitively explored through interviews with young men and women, to show how doing mathematics fits or conflicts with their gender identities. Finally, the book explores the implications for teachers, including ways to promote gender equity in mathematics education. This is key reading for students on courses in gender and education, mathematics education, gender and curriculum, and social justice.

The Secret to Effortless Success, Wholeness and Victorious Living

Conquering the New Battleground for Customer Loyalty

Setting Up a Successful Photography Business

From Success to Significance

The Effortless Experience

Effortless English

Daily Reflections for Effortless Success, Wholeness, and Victorious Living

"Have you ever found yourself stretched too thin? Do you simultaneously

feel overworked and underutilized? Are you often busy but not productive? Do you feel your time is constantly being hijacked by other people's agendas? If you answered yes to any of these questions, the way out is the way of the Essentialist. Essentialism isn't about getting more done in less time. It's about getting only the right things done. Only once we discern what is absolutely essential and eliminate everything else can we make our highest possible contribution toward things that truly matter. By forcing us to apply more selective criteria for where to spend our precious time and energy, the disciplined pursuit of less empowers us to reclaim control of our own choices, instead of giving others the implicit permission to choose for us. Essentialism is not one more thing to do. It's a whole new way of doing less, but better, in every area of our lives"--Back cover.

Effortless Make it Easier to Do what Matters Most

Joseph Prince shares 365 dynamic devotions revealing that you can reign over every adversity, lack, and destructive habit limiting you from experiencing the success, wholeness, and victory you are destined to enjoy.

This is a book that can change your life for the better as you're reading it! Inside, you'll find all the tools you need to get anything you want out of life. For the past 15 years, Michael Neill has been a coach, friend, mentor, and creative sparkplug to celebrities, CEOs, royalty, and people who just want more out of their lives. In this friendly and practical guide, Michael uses the techniques that have already helped thousands of people to create seemingly effortless success, transform your relationships, finances, and health, experience happiness every day, regardless of your circumstances, and live an inspired (and inspiring) life. So start reading . . . and get everything you want out of life!

No-Cry Sleep Solutions for Babies through Preschoolers (EBOOK BUNDLE)

Nine Things Successful People Do Differently

How to Read People Like a Book

EBOOK: EDUCATION AND THE MIDDLE CLASS

The Art of Being Irresistible

Foreword by William Sears, M.D.

An Effortless, Lethal Method for Unavoidable Success

Most of us rush around doing a lot of task and errands each day, putting out fires, and dealing with dramas. Most of these struggle are invented. We are simply beings. Food, shelter, clothing and relationships are all we need to be happy. Food grows simply and naturally. Shelter is a simply roof. Clothing is just cloth. Simple relationships consist of enjoying each other ' s company without expectations. Beyond these simple needs, we ' ve added invented needs: careers, bosses, and co-workers; new gadgets, software and social media; cars and nice clothes and purses and laptop bags and televisions and more. Imagine that you have a few close friends and family members, and you spend ample time with them. You have no expectations of them, therefore, they don ' t disappoint you, and, in fact, whatever they do is perfect. You love them for who they are, and your relationships remain uncomplicated. You

enjoy spending time in solitude—with your thoughts, with nature, with a book, and maybe even creating. This is a simple, effortless life. It 's not effortless as in “ no effort, ” but it feels effortless, and that 's what matters. And it 's entirely possible. The only thing that stands in the way of an effortless life is the mind.

This 1st Physi-Tual genre novel is essentially the 1st Physi-Tual textbook, to provide a substantial amount of information for the world to use for making more entertainment of this unique arcane told kind, labelled: "The Physi-Tual genre or category." A true mix of both the miraculous good and the malefic evil combined in not just this novel but this starting series, from Part 2: The spiritual capture THE WORLDS COMBINE. - pdf file - Copy of author's signiture, original cover art, & The spiritual capture series logo are all included

Do you struggle with getting women to like you? Have you been flaked on, ghosted on, dumped after a few dates, or friend-zoned before even getting a chance? Those days can soon be behind you for good. Written for the frustrated man that's not getting the results he wants in his dating life during this social media age. Who Should Read This is for the guy that has fallen hard on the floor, wondering what he has to do to get a chance with women. Who has done everything women have ever asked him to do only for them to deny him the only thing he's ever wanted. For the guy who's asking himself, "When in the hell did getting a date get this difficult?" What You'll Discover This book will show you the marks of the most attractive man, with detailed descriptions and thorough instruction on how to adopt them. Specifically: Understanding women easily How to predict their behavior like a mathematical pattern The 6 things that make a man irresistible Including the greatest skill every man needs to learn and 3 habits that transform you into the hot dude The one way to make women approach you Yes, there is a way. It can be done! A definitive guide to shattering approach anxiety I will show you how to approach a girl you don't know and get her wanting to know you more from the cold approach Becoming bullet-proof against rejection You'll never be afraid of hearing the words, "I'm not interested," or "I have a boyfriend" ever again How to talk to 9s and 10s With ease and confidence that makes it look and feel effortless on your part The most vital dating life hack to learn And it's something that 95% of all guys are not doing. Obstacles You'll Overcome: * Social awkwardness and anxiety * Fear of rejection * Lifelong conditioning that says you're not good enough * Scarcity mindset * The overwhelming amount of options women have thanks to social media Step-by-step instructions on how to get past each one of these with specific, actionable advice. Cairo Copeland is a dating/fitness coach that's worked with hundreds of men and helped them achieve the love/sex lives they never thought they could have. He shares the wisdom of all these case studies with you here. In this book, he outlines solid methods and practical advice for the frustrated man to get this one area of his life right. 2 FREE Bonuses included! Becoming the man that every guy envies is just a click away.

"An inspiring guide for how to go from dreamer to do-er, from someone who 's been there, done that and wrote the book on it. " —Chrissy Teigen, New York Times bestselling author of Cravings and Cravings: Hungry for More “ If you want to start a successful business, and do it in style, get this book and learn from its wise and empowering lessons. ” —Mindy Kaling, New York Times bestselling author of Is Everyone Hanging Out Without Me? and Why Not Me? From entrepreneur and celebrity hairstylist Jen Atkin comes a smart and spirited guide to finding your voice and creating the life and career you deserve—along with a behind-the-scenes look into Jen 's own wild and wonderful road to success. Hailed by the New York Times as “ the most influential hair stylist in the world, ” Jen Atkin is a celebrated businesswoman, influencer, and stylist and friend to A-list celebrities like the Kardashian-Jenners and Chrissy Teigen. But Jen 's success didn 't arrive overnight. Her glamorous, jet-setting lifestyle came from years of hard work, humility, and hustle. In Blowing My Way to the Top, Jen shatters the illusion of effortless, instant success that permeates social media to

reveal the sweat, dedication, and drive it really takes to make it. In this inspiring, insightful, and laugh-out-loud funny book, Jen chronicles her remarkable journey and shares what she's learned along the way. From growing up in a conservative Mormon community where girls were discouraged from pursuing their ambitions, to striking out on her own and finding success on the celebrity style circuit, to building the cult-status brand OUA!—Jen reveals with refreshing candor the lessons, mistakes, and memorable moments that have paved her road to success. Jen also offers insight into the values that have allowed her to thrive in the modern, digital landscape, including the importance of creating authentic content, investing in community, and building social conscious into the ethos of a business. And as a trailblazer in a male-dominated industry, Jen speaks frankly about the challenges she's faced and provides crucial advice for other women, from the importance of running your business like a feminist to building camaraderie amid the competition to learning to navigate the work and life issues that impact women most. At the end of the day, Jen has one simple message: If I can do it, you can too. *Blowing My Way to the Top* is destined to become the must-read career guide for a new generation, empowering readers everywhere with the permission to dream big—and the tools to make those dreams a reality.

EBOOK: *Girls And Education 3-16: Continuing Concerns, New Agendas*

Stressless Success

How to Talk to Anyone About Anything

The Simple Way to Read and Guarantee Remarkable Results

Destined to Reign Devotional

A Guide to Speed-Reading People, Understand Body Language and Emotions, Decode Intentions, and Connect Effortlessly

Insight Guides Explore Shanghai (Travel Guide eBook)

Discover the secret of reigning over every adversity, lack and destructive habit that is limiting you from experiencing the success, wholeness and victory that you were destined to enjoy. Find out how it is not about what you have to do, but what has already been done. It is not about what you must accomplish, but what has already been accomplished for you. It is not about using your will power to effect change, but His power changing you. Start reigning over sickness, financial lack, broken relationships and destructive habits today!

A fresh, personal, and entertaining exploration of a topic that concerns all of us: how to be more productive at work and in every facet of our lives. Chris Bailey turned down lucrative job offers to pursue a lifelong dream—to spend a year performing a deep dive experiment into the pursuit of productivity, a subject he had been enamored with since he was a teenager. After obtaining his business degree, he created a blog to chronicle a year-long series of productivity experiments he conducted on himself, where he also continued his research and interviews with some of the world's foremost experts, from Charles Duhigg to David Allen. Among the experiments that he tackled: Bailey went several weeks with getting by on little to no sleep; he cut out caffeine and sugar; he lived in total isolation for 10 days; he used his smartphone for just an hour a day for three months; he gained ten pounds of muscle mass; he stretched his work week to 90 hours; a late riser, he got up at 5:30 every morning for three months—all the while monitoring the impact of his experiments on the quality and quantity of his work. *The Productivity Project*—and the lessons Chris learned—are the result of that year-long journey. Among the counterintuitive insights Chris Bailey will teach you: · slowing down to work more deliberately; · shrinking or eliminating the unimportant; · the rule of three; · striving for imperfection; · scheduling less time for important tasks; · the 20 second rule to distract yourself from the inevitable distractions; · and the concept of productive procrastination. In an eye-opening and thoroughly engaging read, Bailey offers a treasure trove of insights and over 25 best practices that will help you accomplish more.

"This is a book to own, read and re-read for its insights and which should then provoke us to act so that all children at school are able to enjoy and benefit from education". Professor Debbie Epstein, Cardiff University, UK, Editor, Gender and Education "This excellent book offers evidence from a rich vein of research covering all aspects of girls' and young women's experiences of education, in and out of school, and is therefore an absolute must for all involved in teaching, learning, researching and policy-making on gender." Professor Gaby Weiner, University of Edinburgh, UK Countering claims that we live in 'post-feminist' times in which girls 'have it all' and can do, and be, whatever they like, this book explores some of the current concerns of, and about, girls today. Issues relating to girls' schooling and femininities have been sidelined and depoliticised in recent education agendas. Yet questions and concerns relating to schoolgirls' lives and experiences deserve immediate attention. Not all girls are academically successful; many girls face exclusion in schools; career aspirations are still gendered; rates of smoking and drinking alcohol are high amongst some groups of girls. With contributions from leading researchers in gender and education, this book: Draws on cutting edge research to consider ongoing problems and explore new agendas. Includes contributions relating to the entire 3-16 year age range. Considers both the within- and out-of-school experiences of girls, and locates them within wider debates about gender anxieties in contemporary education. This topical collection highlights the main issues faced by girls in Britain today, and endeavours to put girls back on the educational agenda. It is essential reading for students, academics and researchers in education, sociology, and girls' studies, as well as for school teachers and education policy makers. Contributors: Alexandra Allan, Sheryl Clark, Fin Cullen, Jannette Elwood, Becky Francis, Rosalyn George, Valerie Hey, Laura Hills, Jean Kane, Gwynedd Lloyd, Jackie Marsh, Barbara Martin, Gillean McCluskey, Emma Renold, Sheila Riddell, Jessica Ringrose, Farzana Shain, Joan Stead, Elisabet Weedon

BECOME INSANELY SUCCESSFUL IN ONLY ONE WEEK Are you ready to get **INSANELY MORE** out of life? Success is acquired, not inherited. Take control of your destiny and join the "Success Freak 7-Day Challenge": master 7 essential skills and transform your life in only one week. Combining helpful exercises and set-by-steps activities, Success Freak is a self-help book by French-American Entrepreneur Bruno Gralpois, that will show you how to develop habits, pursue a life of passion, and unleash the amazing potential that, yes, already lies within you. You are about to become an unstoppable force of resolve and determination. Nothing short of the Success (Freak) you were always meant to be.

Destined to Reign Anniversary Edition

How to Help Girls Move Beyond Impossible Standards of Success to Live Healthy, Happy, and Fulfilling Lives

Ebook for the 1st Physi-Tual genre primer & novel (together)

Get Her to Like You & Want You With Effortless, Fun Conversation & Never Run Out of Anything to Say! How to Approach Women (Dating Advice for Men)

The Productivity Project

EBOOK: Succeed in OSCEs and Practical Exams: An Essential Guide for Nurses

Success Freak

Are you at the top of your game—or still trying to get there? Take your cues from the short, powerful *Nine Things Successful People Do Differently*, where the strategies and goals of the world's most successful people are on display—backed by research that shows exactly what has the biggest impact on performance. Here's a hint: accomplished people reach their goals because of what they do, not just who they are. Readers have called this "a gem of a book." Get ready to accomplish your goals at last.

This revised second edition of the best-selling handbook provides practical, actionable insights on how to establish a successful photography business in the current climate. Written from the perspective of a photographer's agent, this book offers the perfect viewpoint to honestly assess what

works, what doesn't, and why some photographers succeed where others fail. Packed with useful templates and advice from leading photographers and commissioners working in all areas of the profession today, industry expert Lisa Pritchard covers all of the essentials: preparing the best portfolio and website; marketing yourself; getting clients; costing and producing shoots; finding representation; financing and running your business; navigating contracts and legal obligations; and more. Updated to take account of shifts in the industry and the increasing importance of digital marketing and social media, this book provides fresh insight and inspiration for the budding and established professional. This book is essential reading for anyone who wants to be a professional photographer – whether studying to become one, thinking of a change of career, or wanting to know how to improve their existing photography business.

Dear Friend, This book teaches you the hidden secrets to completely understand women. It covers both the dating world and long term relationships. You will learn how to meet and date the type of women you've always dreamed of. The best part is you can do this while remaining who you truly are inside. The book teaches you how to create sexual attraction in women & get women to chase & pursue you! It takes you step by step with easy to follow instructions. You will be able to meet women anytime, anyplace, & anywhere...this will give you choice with women. Whether you are single & searching or already with your dream lady, my book has the secrets most men will never know about women.

The Psych 101 eBook Sampler is a collection of excerpts (including all introductory pages and the first chapter) from each of the books in the Psych 101 series. This series offers short, reader-friendly introductions to cutting-edge topics in psychology. With key concepts, controversial topics, and fascinating accounts of up-to-the-minute research, it is an invaluable resource for all students of psychology and anyone interested in the field. The sampler includes excerpts from all the Psych 101 books, including: Giftedness 101 Personality 101 Emotional Intelligence Obesity 101 Humor 101 Psycholinguistics 101 Anxiety 101 Leadership 101 IQ Testing 101 Creativity 101 Genius 101 Never Ghosted Again

The Secret to Effortless Success, Wholeness, and Victorious Living

EBOOK: Masculinities in Mathematics

Make it Easier to Do what Matters Most

How to Break the Rules, Find Your Purpose, and Create the Life and Career You Deserve

The Space Within

It's normal to feel overwhelmed by the hard things in life, but lately doesn't it seem like we're feeling this way a lot more often than we used to? The problem isn't a lack of motivation or effort, but that motivation and effort are limited resources. The more we deplete them, the more burnt out we get, making it even harder to produce the results we want. In 'Effortless', Greg McKeown show us how to make essential tasks easier so that we can accomplish more of what matters, without burning out. From the author of 'Essentialism'.

Do you want to learn how to read people? Do you want to walk into a room and instantly have a good idea of what the people around you are really thinking? James has always been captivated with body language and how it affected communication. Shows like "CSI" or "The Mentalist" or "Lie to Me" have always fascinated him because these shows talk about body language, how people communicate verbally, and how knowledge of these things can lead to having a slight edge in life. You will understand how unconscious decisions of people turn into conscious predictions and conclusions by people who know exactly what to look for. It's easier than you think, and it is definitely fascinating. In How to Read People Like a Book we will go deep into exploring body language not just to understand people - but to also connect with them. After all, why do we find the need to interpret and understand what people say and do? Because we want to connect with them, create relationships, and be part of a community. How to Read People Like a Book will teach you to better understand people through verbal and non-verbal reading skills, thereby allowing you to better function as a part of a growing community.

Here are some of the things you will discover: How exactly will reading body language help you, and how accurate is it really - The myths and facts so you'll know exactly what to look for going in. The different personality types and how they affect behavior - Not everyone has the same mannerisms, gestures, and characteristics when outside. You will become aware of the existence of these different personality types in order to adjust to their various temperaments. The differences between an extrovert and an introvert - The basic personality characterizations that you need to know about and will predict how you can best communicate with these people. The different communication styles and what should you be using in different settings - Remember, you always want to create just the right amount of impression when meeting someone, whether new or old. The secret factors that motivates people into doing things - This small, unseen and unfelt motivation is the primary moving factor for people's behaviors. If you can decipher that, then you can figure out the messages their behaviors are trying to tell you. Verbal communication and how to dig deeper or read between the lines. The art of thin-slicing - Allowing you to make accurate judgments based only on thin slices of a pie. Exploring YOUR personality and how YOU, uniquely, can make connections with people and forge relationships without veering away from who you really are. And much more... Being connected with people and forging strong friendships is one of the hallmarks of a successful life. This book will show you how to be able to grab life by the horns and achieve your full potential when it comes to people - forging friendships and social ties that will last for a life-time! So if you're ready, click "Buy now" and learn how YOU can read people like a book too!

"Here is a book that offers all the skills practitioners need to succeed in your exams and engages you in positive reflection of practice. I would recommend this book to students who aim to master their clinical skills and develop as an advanced practitioner." Lee Marshall, Student Nurse & Student Social Worker Sheffield Hallam University Need help to prepare and succeed in your OSCE or Practical Exam? OSCEs or practical examinations are intended to challenge you both personally and professionally, whilst testing your competence with the key clinical skills that nurses need to demonstrate to be effective in practice. This book is designed to be the ultimate companion to help you fly through OSCEs with ease. It covers: What OSCEs involve and how to prepare for them The most common types of OSCE scenarios What examiners are looking for in OSCEs How to develop your own clinical simulation learning style How to learn from your OSCEs How reflection can help give you greater understanding of your clinical simulation practice The book includes examples of OSCEs for you to work through, inspiring quotes and plenty of top tips to help you tackle your OSCEs with confidence! Succeed in OSCEs and Practical Exams is indispensable reading for nursing students taking all courses that involve OSCEs or practical exams - including diplomas, degrees and short CPD courses. Elizabeth Pantley's breakthrough approach for a good night's sleep with no tears, enhanced with videos of the author answering parents' most asked questions! This enhanced eBook includes 14 exclusive videos by the author "At long last, I've found a book that I can hand to weary parents with the confidence that they can learn to help their baby sleep through the night--without the baby crying it out." --William Sears, M.D., Author of The Baby Book "When I followed the steps in this book, it only took a few nights to see a HUGE improvement. Now every night I'm getting more sleep than I've gotten in years! The best part is, there has been NO crying!" --Becky, mother of 13-month-old Melissa There are two schools of thought for encouraging babies to sleep through the night: the hotly debated Ferber technique of letting the baby "cry it out," or the grin-and-bear-it solution of getting up from dusk to dawn as often as necessary. If you don't believe in letting your baby cry it out, but desperately want to sleep, there is now a third option, presented in Elizabeth Pantley's sanity-saving book The No-Cry Sleep Solution. Elizabeth's successful solution has been tested and proven effective by scores of mothers and their babies from across the United States, Canada, and Europe. And now in response to weary parents asking for a little more guidance, Elizabeth has created fourteen

brand-new videos exclusive to this enhanced ebook. Each of these three- to four-minute videos appears at the end of their specific chapter, summarizing what you have learned for quick recall or for those desperate moments when you've run out of ideas and need advice ASAP! Elizabeth gives you words of wisdom, tricks and tips, and soothing mantras, all that will help you get your baby sleeping. Tips from *The No-Cry Sleep Solution*: Uncover the stumbling blocks that prevent baby from sleeping through the night Determine--and work with--baby's biological sleep rhythms Create a customized, step-by-step plan to get baby to sleep through the night Use the Persistent Gentle Removal System to teach baby to fall asleep without breastfeeding, bottlefeeding, or using a pacifier *The No-Cry Sleep Solution* offers clearly explained, step-by-step ideas that steer your little ones toward a good night's sleep--all with no crying.

The Identity Switch