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I almost always failed them. I tried to make changes last. They didn't. Like most people who try to change and fail, I assumed that I was the problem. Then one afternoon--after another failed attempt to get motivated to exercise--I (accidentally) started my first mini habit. I initially committed to do one push-up, and it turned into a full workout. I was shocked. This "stupid idea" wasn't supposed to work. I was shocked again when my success with this strategy continued for months (and to this day). I had to consider that maybe I wasn't the problem in those 10 years of mediocre results. Maybe it was my prior strategies that were ineffective, despite being oft-repeated as "the way to change" in countless books and blogs. My suspicions were correct. Is There A Scientific Explanation For This? As I sought understanding, I found a plethora of scientific studies that had answers, with nobody to interpret them correctly. Based on the science--which you'll find peppered throughout Mini Habits--we've been doing it all wrong. You can succeed without the guilt, intimidation, and repeated failure associated with such strategies as "getting motivated," New Year's Resolutions, or even "just doing it." In fact, you need to stop using those strategies if they aren't giving you great results. Most popular strategies don't work well because they require you to fight against your subconscious brain (a fight not easily won). It's only when you start playing by your brain's rules and taking your human limitations seriously--as mini habits show you how to do--that you can achieve lasting change. What's A Mini Habit? A mini habit is a very small positive behavior that you force yourself to do every day; its "too small to fail" nature makes it weightless, deceptively powerful, and a superior habit-building strategy. You will have no choice but****

to believe in yourself when you're always moving forward. The barrier to the first step is so low that even depressed or "stuck" people can find early success and begin to reverse their lives right away. And if you think one push-up a day is too small to matter, I've got one heck of a story for you! Aim For The First Step They say when you aim for the moon, you'll land among the stars. Well, that doesn't make sense, as the moon is closer than the stars. I digress. The message is that you should aim very high and even if you fall short, you'll still get somewhere. I've found the opposite to be true in regards to productivity and healthy behaviors. When you aim for the moon, you won't do anything because it's too far away. But when you aim for the step in front of you, you might keep going and reach the moon. I've used the Mini Habits strategy to get into the best shape of my life, read 10x more books, and write 4x as many words. It started from requiring one push-up from myself every day. How ridiculous is that? Not so ridiculous when you consider the science of the brain, habits, and willpower. The Mini Habits system works because it's how our brains are designed to change. Note: This book isn't for eliminating bad habits (some principles could be useful for breaking habits). Mini Habits is a strategy to create permanent healthy habits in: exercise, writing, reading, thinking positively, meditating, drinking water, eating healthy foods, etc. Lasting change won't happen until you take that first step into a strategy that works. Give Mini Habits a try. You won't look back. Astrophysics for Young People in a Hurry [W. W. Norton & Company](#) Neil deGrasse Tyson's #1 New York Times best-selling guide to the cosmos, adapted for young readers. From the basics of physics to big questions about the nature of space and time, celebrated astrophysicist and science communicator Neil deGrasse Tyson breaks down the mysteries of the cosmos into bite-sized pieces. Astrophysics for Young People in a Hurry describes the fundamental rules and unknowns of our universe clearly—and with Tyson's characteristic wit, there's a lot of fun thrown in, too. This adaptation by Gregory Mone includes full-color photos, infographics, and extra explanations to make even the trickiest concepts accessible. Building on the wonder inspired by outer space, Astrophysics for Young People in a Hurry introduces an exciting field and the principles of scientific inquiry to young readers. 100 Opinions You Can Trust on How to Make, Market and Sell Ebooks - All for Free [Lennex](#) In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "How to Make, Market and Sell Ebooks - All for Free." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all. Sell Your Book on Amazon Top Secret Tips Guaranteed to Increase Your Book Sales [Outskirts Press, Inc.](#) So You'd Like to... Become An Amazon Bestseller! Don't wait. 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But the emperor's death now leaves both Sera and her ambitious father eligible for the throne--a contest the prince regent intends to win. Even if it means an alliance with a rival empire. Sera's hope lies in Cettie, a waif raised in the world below, whose life has intertwined with Sera's in the most unexpected ways. The Mysteries come easily to Cettie, and her studies have begun to yield new insight into her growing powers. But those same powers put Cettie in the path of those who would destroy her. Now as the threat of war ignites and an insidious sickness spreads throughout the kingdom, Sera and Cettie will need to gather their courage and fight for each other's lives...and for the future of their endangered world. **How to Write and Publish Your Own EBook in as Little as 7 Days** [Morgan James Publishing](#) For people who want to test the market and for people who feel they have a book in them, writing an ebook is one way to get started, according to Edwards and Vitale. **God Loves Hair** [Arsenal Pulp Press](#) "A touching poetic exploration of budding sexuality, the mysticism of religion, and family dynamics. Shraya's text and Neufeld's illustrations capture the confusion, innocence, and de3lusions of adolescence bang on." -Brian Francis, author of Fruit I am often mistaken for a girl. Not just because I like to wear dresses or makeup. I don't mind. My parents are from India and here is not quite home. School isn't always safe and neither is my body. But I feel safe in my love for God. And God loves hair. First published to acclaim in 2011, Vivek Shraya's first book, now published by Arsenal Pulp Press for the first time, is a collection of twenty-one short stories following a tender, intellectual, and curious child of Indian origin as he navigates the complex realms of sexuality, gender, racial politics, religion, and belonging. Told with the poignant insight and honesty that only the voice of a young mind can convey, God Loves Hair is a moving and ultimately joyous portrait of youth that celebrates diversity in all shapes, sizes, and colors. A Lambda Literary Award finalist in the category of children's books. The stories are accompanied by the award-winning full-color illustrations of Juliana Neufeld. Vivek Shraya is a multimedia artist,

working in the mediums of music, performance, literature, and film. He is also author of *She of the Mountains*. **Sell Like Crazy** How to Get As Many Clients, Customers and Sales As You Can Possibly Handle In this groundbreaking book, Sabri Suby, the founder of Australia's #1 fastest growing digital marketing agency, reveals his exclusive step-by-step formula for growing the sales of any business, in any market or niche! The 8 phase 'secret selling system' detailed in this book has been deployed in over 167 industries and is responsible for generating over \$400 million dollars in sales. This isn't like any business or marketing book you've ever read. There's no fluff or filler - just battle-hardened tactics that are working right now to rapidly grow sales. Use these timeless principles to rapidly and dramatically grow the sales for your business and crush your competition into a fine powder. **Make Money Online-Write and Sell EBooks Guide: A Work from Home Internet Business Writing, Selling EBooks Online** The ultimate guide to starting and running an online business walks readers through every single detail from choosing a profitable niche market to writing or outsourcing an e-book to marketing to millions in electronic and print formats. **What the Wind Knows** [Lake Union Publishing](#) In an unforgettable love story, a woman's impossible journey through the ages could change everything.... **Anne Gallagher** grew up enchanted by her grandfather's stories of Ireland. Heartbroken at his death, she travels to his childhood home to spread his ashes. There, overcome with memories of the man she adored and consumed by a history she never knew, she is pulled into another time. The Ireland of 1921, teetering on the edge of war, is a dangerous place in which to awaken. But there Anne finds herself, hurt, disoriented, and under the care of Dr. Thomas Smith, guardian to a young boy who is oddly familiar. Mistaken for the boy's long-missing mother, Anne adopts her identity, convinced the woman's disappearance is connected to her own. As tensions rise, Thomas joins the struggle for Ireland's independence and Anne is drawn into the conflict beside him. Caught between history and her heart, she must decide whether she's willing to let go of the life she knew for a love she never thought she'd find. But in the end, is the choice actually hers to make? **How to Market a Book: Third Edition** **sell More Ebook\$** **How to Increase Sales and Amazon Rankings Using Kindle Direct Publishing** [Createspace Independent Pub](#) This book outlines: • How to market your e-books online • How to navigate Amazon and plan/implement proven selling strategies for the best results • How to reduce marketing costs and product overhead costs We'll also cover: • Kindle Direct Publishing promotions that can improve your Amazon rankings - we'll show you how • KDP's revenue opportunities - you'll learn how to take advantage • The art of Free Promotions and how to keep the "Book Buzz" going **How to Blog a Book Write, Publish, and Promote Your Work One Post at a Time** [Writer's Digest Books](#) **How to Blog a Book** teaches you how to create a blog book with a well-honed and uniquely angled subject and targeted posts—and how to build the audience necessary to convince agents and publishers to make your blog into a book. Inside you'll find: Basic information on how to set up your blog and the essential plug-ins and other options necessary to get the most out of each post Steps for writing a book easily from scratch using blog posts Advice on how to write blog posts Tips on gaining visibility and promoting your work both online and off Tools for driving traffic to your blog Information on how to monetize an existing blog into a book or other types of products Profiles with authors who received blog-to-book deals **Author Nina Amir** explains how writing a book in cyberspace allows you to get your book written easily, while promoting it and building an author's platform. It's a fun, effective way to start writing, publishing, and promoting a book, one post at a time. **Teachable Moments: A Woman's Journey of Self-Discovery** [Lulu.com](#) **Inside Secrets to Venture Capital** [John Wiley & Sons](#) The inside story on finding the capital your business needs to grow When it comes to finding capital--and the right investors for your business--entrepreneurs need all the help they can get. **Brian Hilland Dee Power** spent three years surveying 250 venture capital firms to find out what venture capitalists look for when putting their money in young businesses. Their results will give you all the tools you need to make smart decisions and avoid pitfalls and unnecessary risks, including: \* How to create and present a business plan to investors \* Profiles of venture capitalists in action \* Enlightening true tales in venture capital \* How to organize a quality management team to attract investors \* The truth about referrals \* Tips on valuing your company realistically \* Doing due diligence: scams, vultures, and bottom feeders \* Negotiating the best terms for you and your business **Inside Secrets to Venture Capital** will show you what it takes to attract the investors and the money you need to grow. It's everything you need to know to play the venture capital game--and win. . . **Your Move** **The Underdog's Guide to Building Your Business** [lwt](#) In his first book in nearly a decade, New York Times bestselling author **Ramit Sethi** cuts through the BS and bad advice to show you how to really escape the 9-to-5. This no-nonsense guide distills the most important lessons Sethi learned building his dorm room blog into an 8-figure-a-year company. If you want to build a business that makes you an extra 5-figures a month, this book will show you how. Inside you'll discover: The 3 Rules of Money (any business that breaks these is doomed to fail) How to tell if a business will be profitable in under 45 minutes How to find your first 5 customers - and just how critical these first 5 are Growing from \$300 to \$10,000 a month The truth about passive income and what it takes to really automate a business And so much more... **The 1-Page Marketing Plan** **Get New Customers, Make More Money, And Stand Out From The Crowd** [Page Two](#) **WARNING: Do Not Read This Book If You Hate Money** To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done. In **The 1-Page Marketing Plan**, serial entrepreneur and rebellious marketer **Allan Dib** reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it, you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero. Whether you're just starting out or are an experienced entrepreneur, **The 1-Page Marketing Plan** is the easiest and fastest way to create a marketing plan that will propel your business growth. In this groundbreaking new book you'll discover: - How to get new customers, clients or patients and how to make more profit from existing ones. - Why "big business" style marketing could kill your business and strategies that actually work for small and medium-sized businesses. - How to close sales without being pushy, needy, or obnoxious while turning the tables and having prospects begging you to take their money. - A simple step-by-step process for creating your own personalized

marketing plan that is literally one page. Simply follow along and fill in each of the nine squares that make up your own 1-Page Marketing Plan. - How to annihilate competitors and make yourself the only logical choice. - How to get amazing results on a small budget using the secrets of direct response marketing. - How to charge high prices for your products and services and have customers actually thank you for it. **The Scribe Method The Best Way to Write and Publish Your Non-fiction Book This Is Marketing You Can't Be Seen Until You Learn to See** [Penguin](#) #1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. **This is Marketing** shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you: \* How to build trust and permission with your target market. \* The art of positioning--deciding not only who it's for, but who it's not for. \* Why the best way to achieve your goals is to help others become who they want to be. \* Why the old approaches to advertising and branding no longer work. \* The surprising role of tension in any decision to buy (or not). \* How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way. **E-Book Publishing and Marketing Guide** There are radical changes in landscape of book publishing. If you're a writer who have published a book or not yet, consider creating ebooks, because ebooks and the devices that read them are the fastest growing sectors in the publishing industry. Amazon has the Kindle, Barnes & Noble the Nook, Sony's got the Reader, Apple has the iPad and Google Ebooks has recently been released. People even read on their cell phones. And this is just the beginning. Ebook sales are soaring and are surpassing paper book sales. Amazon and Barnes & Noble, biggest book sellers, are making more money publishing and selling eBooks than regular printed books. You will learn how to publish your books on various digital platforms, especially Amazon Kindle, Barnes & Noble Nook, Apple iBooks store, and Smashwords. How to convert your document into any eBook format; and what file types to upload. You will learn how to prepare the cover and where to get the free images for covers; and how to price your book to name a few. If you want to make, market and sell ebooks and do it all for free, then this is a must read and the one source for everything it takes to succeed at this. New as well as published authors will realize how much time and frustration these formatting tips can save; and put you on the fast track to selling ebooks. You will learn how to do effective marketing and use various social networks to promote your books. It explains how to prepare blogs; build and Maximize Social Media and Online Platform. With this guide you can turn your idea into an eBook and start collecting royalties in a matter of days not weeks and months. **The Total Money Makeover A Proven Plan for Financial Fitness** [Thomas Nelson Inc](#) A strategy for changing attitudes about personal finances covers such topics as getting out of debt, the dangers of cash advances and keeping spending within income limits. **How to Advertise What Works, what Doesn't - and why** [Kogan Page Publishers](#) In its third edition, this comprehensive guide to advertising includes additional chapters on the Internet and interactive media, relationship marketing, integrated communications, creativity and ideas, as well as new examples throughout. Drawing on their own experience, the authors cover: what to say and where - creative ideas, brands and strategies, consumer research, media strategies and tactics; getting the message out - principles for effective TV, magazines, radio, Internet, brochures and promotions; and tying it all together - integrated communications, global campaigns, target marketing, working with an agency, truth and ethics.