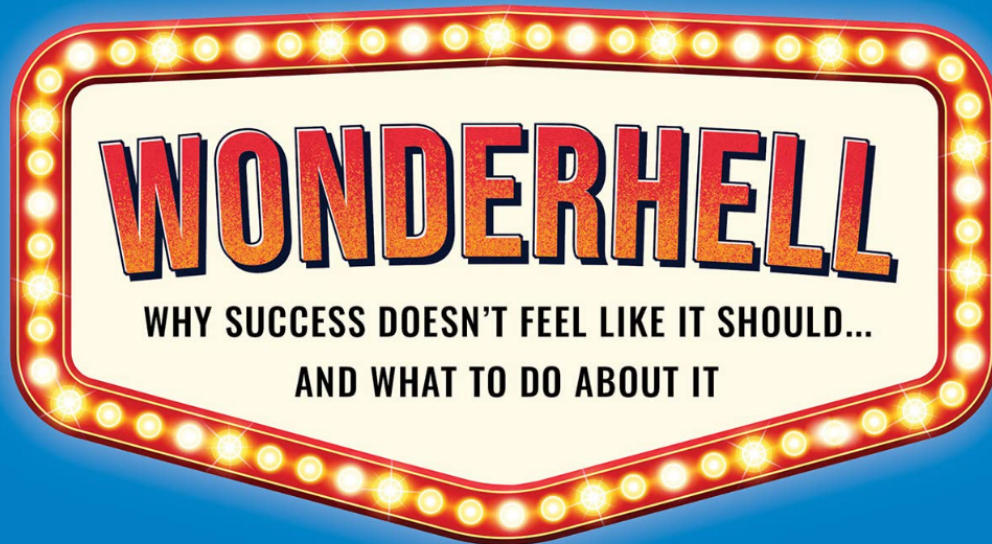


“Lucky for you - Laura Gassner Otting is here ...
to teach you to achieve your dreams and the success you deserve.”
—MEL ROBBINS, #1 *NY Times* bestselling author of *The 5 Second Rule*



LAURA GASSNER OTTING

National bestselling author of *Limitless*

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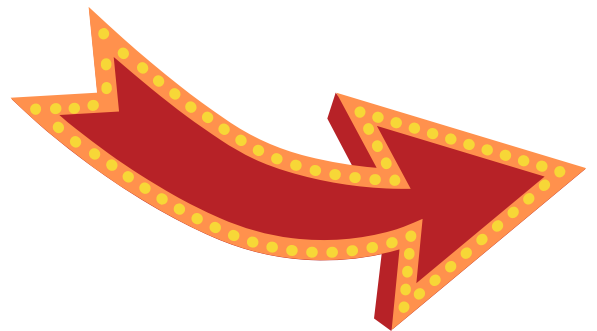
THE BUMPER CARS: QUIETING PERFECTIONIST TENDENCIES

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IMPOSTORTOWN: CHAPTER BY CHAPTER

The Imaginarium: Learning to Play Bigger

Big Idea: Going after your own definition of success reveals the new you. Once you see that new you and your full potential, you can't unsee it. You'll need to embrace your ambition and play bigger.

Stories: Simon Tam found that his definition changed from wanting to be a rock star to fighting all the way up to the Supreme Court for first amendment rights. Sallie Krawcheck decided that the only person who could solve the financial crisis facing women was her, and founded a \$1.2B investment company for women, by women.

The Fortune Teller: Making Your Own Luck

Big Idea: We think that some people are born lucky and magically go through life #blessed. But there is science behind manifestation and proven ways to make your own luck which increase your chances of success.

Stories: Cara Brookins escaped an abusive marriage by deciding that she and her four children would build themselves a home (using nothing but hobbyist tools and how-to videos on YouTube. Jackie Huba channeled her inner drag queen to develop confidence to do what she couldn't do on her own.

The Hall of Mirrors: Figuring Out Who You Are

Big Idea: Each time we step into a new possibility, we find ourselves on foreign soil, feeling like an impostor, and uncertain of who we really are. We can change the voice inside your head, using context and data.

Stories: Brandon Farbstein had to let go of what the world saw, a dwarf, and learn to see himself as what he knew he could be, a disability rights advocate. Dorie Clark used her past success in consulting to make herself confident in her future interests in Broadway musical scoring.

The Tent of Oddities: Living Into Your Truest Self

Big Idea: Living fully into the "you" who you want to be is terrifying. But you can't be more successful until you are the real you. Find your confidence, and borrow it if you must until you have your own.

Stories: Not an old, tuxedoed, British man, Lydia Fenet had to figure out how to be fully herself if she wanted to be successful in the world of high society charity auctions. Anna Gomez had to make a decision to no longer hide her romance novelist side hustle from her Fortune 100 advertising company CFO life.

The Haunted House: Letting Go of Your Demons

Big Idea: We are all stuck in people-pleasing mode, but we have to let go of who we were so we can become who we are. This means choosing yourself, choosing forgiveness, and/or choosing love.

Stories: Jill Scherer Murray was waiting and waiting and waiting for her long-term boyfriend to propose until one day she got sick of waiting and decided to live her life on her own terms. Chris Plough had to let go of the specter of a deceased father he could never please before living fully into the life he wanted to live.



Success doesn't make things easier, it makes things harder. Embrace the potential that it reveals to you.

DOUBTSVILLE: CHAPTER BY CHAPTER

The Roller Coaster: Managing Uncertainty

Big Idea: As soon as you get out on that edge of where you've never been before, you realize that you have no idea what you are doing. Here's the good news: neither does anyone else. Keep showing up, open to the lessons you'll learn along the way, controlling what you can.

Stories: Kara Goldin had to continue to show up each time Hint Water grew to the next level, and especially during the pandemic. Carey Lohrenz took the lessons she learned in the cockpit as the Navy's first female F-14 fighter pilot and applied those lessons to everyday life.

The Trapeze: Flying Without a Net

Big Idea: You might be feeling like you are making it all up as you go along, having moved past your previous safety net. The net is only an illusion (and always has been). It's time to get comfortable being uncomfortable.

Stories: Jen Welter had to write the narrative as the first female coach in the NFL; she was the first, but she was dead set on not being the last. Sanford Greenberg went blind in college, and his roommate Art Garfunkel taught him that he could be his own safety net.

The Scrambler: Finding Your Own Way

Big Idea: Everyone has opinions about who you should be and how you should be and what you should be doing. But the best way to find your own way is to work for things where your choices matter (to you).

Stories: Brad Meltzer kept going after getting more than 20 rejections for his first novel, only to find himself struggling with the next one and the next one and the next one after that. Tiffani Bova learned how to elicit substantive criticism from her audience members to get better at her craft.

The Ferris Wheel: Gaining Perspective on Other People

Big Idea: We tell ourselves a lie: that the people in our life won't like us when we are the us who we really want to be. But the lie isn't that they won't like you; the lie is that their opinion matters.

Stories: Divorcing her husband and marrying her (female) best friend, Trina Gray couldn't change the people around her, so she had to change the people around her. Heather Monahan had to fire her villain: her boss.

The Tunnel of Love: Going Farther Together

Big Idea: Many of us climb to great heights alone, but we can go farther, faster together if we think about who brings out our best and who needs to be in our community.

Stories: Alan Mulally took a note from the values his parents instilled in him, condensing that to a small index card and saving Ford Motor Company in the process. Tameka Fryer Brown was able to find a new agent once her old one fired her, and through that found her authentic voice as a children's book writer.



Wonderhell is an invitation, not a limitation. Renegotiate your relationship with these mixed emotions.

BURNOUT CITY: CHAPTER BY CHAPTER

The Carousel: Saying No to Hustleporn

Big Idea: This faster pace is contagious. But the doors of hell are locked from the inside. Decide why you are still compelled to go, go, go. And remember: you don't have to give the trophies back.

Stories: Jordan Harbinger was being pressured to grow his podcast, but he decided that there were only so many years where his kids would want to hang out with him, and decided to wait. Rahaf Harfoush was forced to slow down when her hair started falling out.

The Whack-A-Mole Game: Focusing on What Matters

Big Idea: This faster pace can feel untenable. It's not that we are too busy, it's that we are too busy doing the wrong things. It's time to build boundaries and systems.

Stories: Melissa Wiggins had to prioritize her family when her four-year-old son was diagnosed with cancer. Ann McFerran had to hire a team and determine the best use of her time when her company took off like a rocket.

The Bumper Cars: Quietening Perfectionist Tendencies

Big Idea: The more success you have, the higher the stakes, and it's only getting harder. Pain is inevitable, suffering is optional. Understand that high performance comes with expectations – yours – and reset them.

Stories: Jonathan Fields found grace after years of debilitating perfectionism where his expectations were misaligned with what he had any right to expect so early in his career. Alex Ferreira quieted his mind, and learned how to have fun instead of just outworking and out-perfecting his competition – and won gold.

The Gravitron: Standing Tall When the Floor Drops Out

Big Idea: Sometimes we fail, despite every bit of planning, effort, and work. These crisis moments bring clarity, but also opportunity. We can expect, appreciate, learn from failures.

Stories: Joe Desena had a community of Spartans looking to him during the race shutdowns of the pandemic, and he knew one thing for certain: the standards don't change even when the circumstances do. Jackie Summers went under the knife and promised himself that if he survived, he'd figure out a way to drink for a living.

The Loop-de-Loop: Adopting a Beginner's Mindset

Big Idea: Starting again seems harder than just resting on our laurels. But plateauing leads to self-sabotage, so even if you don't feel ready to make the leap to the next big Wonderhell, you're going to have to do it anyway.

Stories: Antonio Neves was on auto-pilot, and instead of leaping to his next Wonderhell, he got fired. Whitney Johnson used her S-Curve model to voluntarily make the leap, but also knew that she would have to not just pack her own backpack for the journey, but the backpack of everyone around her, too.



**Success is a cyclical journey.
Expect it, plan for it,
learn from it, welcome it.**