

How To Stress Less

Simple ways to stop worrying and take control of your future



Benjamin Bonetti
Bestselling author of *How to Change Your Life*



ABOUT THE BOOK & AUTHOR

Capstone appointed us to manage the publicity for *How to Stress Less* by renowned hypnotherapist Benjamin Bonetti.

How to Stress Less provides an easy-to-follow guide to help readers effectively release and manage day-to-day stresses. Rather than promising secret tricks or quick-fixes, author Benjamin Bonetti addresses

the impact of stress and provides thought-provoking but practical advice on how to deal with the deep-seated issues surrounding common reasons that cause stress in the first place.

Bonetti is one of the world's best-selling hypnotherapists and self-development authors, having sold over a million products and featured regularly in the top ten audio charts of Amazon, Audible and iTunes.

OUR CAMPAIGN

We targeted mainstream press including national features, health and book reviewers as well as lifestyle media. We worked with Benjamin to develop lively, practical tips and advice on how to stress less, successfully securing interviews, reviews and extracts.

HIGHLIGHTS

Highlights included a double page spread interview in *Metro*, interview in *Daily Express* and reviews and features in *The Sun*, *Huffington Post* and *Esquire Magazine*. There were also numerous radio interviews.

Easy ways to stress less



To tackle stress you need to deal with the underlying causes, writes Vicki-Marie Cossar

DID you run all the way to the station today, terrified you were going to miss your train? Have you been fretting all night about the presentation you have to give this morning? It's almost impossible to exist in today's world without stress. But self-help guru and hypnotherapist Benjamin Bonetti (below) claims many of us are hiding behind stress and blaming all our failings on it, when what we should be doing is changing our lives to avoid it.

"Stress is just a natural reaction to an area of your life where the boundaries are being pushed," says Bonetti. "It's the fight or flight response we hear so much about. There's no denying it exists, but we find it easier to blame stress rather than deal with the reasons behind it. People have been brainwashed into thinking change has to be difficult. But we have control over that now. We just have to make the conscious decision to do something about it."

Research shows that around 12million adults in Britain see their GP with mental health problems each year. Most of these are stress-related, says the Mental Health Foundation. And if you've ever taken a day off work due to stress, then it's just one of 13.3million working days lost per year. Muscle tension, lethargy, lack of focus and feeling



snappy and irritable are all signs you're likely to be suffering from stress, and it can end up leading to even bigger problems such as weight gain, anxiety, depression and even substance abuse.

Luckily Bonetti claims he can teach us to banish stress by taking a series of micro-steps to help us regain control over our mental wellbeing (see right). "Begin with some internal reflection," he says. "This doesn't have to be done in a therapy environment, it can be done on your morning commute. Ask yourself how you can change just one stressor. Be honest. And keep it simple."

And your ability to change your state of mind, Bonetti says, becomes better with practice. "Yes, life can be unfair and bring about situations you're unhappy with but when put into perspective, stress is simply a natural way for your body to highlight an aspect of your life that isn't working."

"Avoid the temptation to ignore these signs and deal with them now. The longer you fail to take action, the harder it will be to alter your state."

How To Stress Less: Simple Ways To Stop Worrying And Take Control Of Your Future (Capstone, £10.99) is published on Sep 1.

Happy Mondays by Carole Ann Rice



Leading life and happiness coach

★ WHAT kind of stresser are you? Are your thoughts on continual fast spin and a good night's sleep a long forgotten luxury? Do you see catastrophe in anything from the cat staying out late to the fall in the Dow Jones Index? Do you wear your shoulders up around your ears? Stress, like taxes, is one of those things that are always with us. Few people appear to escape its pernicious grip. The employed,

He urges us to carry out a reality check: is the situation really that threatening? Is there perhaps an alternative positive explanation/possible outcome? Overreacting, being pessimistic and trying to control are just some of the ways we set ourselves up for worry. Here are Benjamin's five top tips for the management of stress: ● Ensure that you take regular breaks throughout the day, just 15 minutes every couple of hours away

WHAT THE PUBLISHER SAID

The Book Publicist have generated fantastic coverage for the Capstone imprint books they have worked on for us - across national, business and consumer media, in print, online and broadcast. Our authors have been very pleased with the opportunities they have secured for them and have enjoyed working with them - and, of course, seeing the results.

Benjamin Bonetti
Bestselling author of *How to Change Your Life*

How to Stress Less: Simple Ways to Stop Worrying and Take Control of Your Future by Benjamin Bonetti, published by Capstone, £10.99

The pressures of starting a business can mount up to create significant health implications, with stress affecting our hearts, immune systems, skin and how we sleep. It is a modern problem that many entrepreneurs find themselves struggling with day-to-day, but this forward-thinking new stress manual, *How to Stress Less*, could help you say goodbye to stress for good.

The author, Benjamin Bonetti is one of the world's best-selling hypnotherapists and self-help writers, having sold over a million self-help products worldwide. His expertise in neuro-linguistic programming combines with a fitness training background to tackle stress in this book with a complete

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Self-help books

Miracles Now by Gabrielle Bernstein (Hay House, £12.99): Frustration, resentment and jealousy are all negative emotions that get in the way of living well. Bernstein has created a series of techniques that highlight a specific emotion and then offer step-by-step instructions on how to overcome the issue(s) of the day.

E-Cubed, by Pam (Hay House, £10.99): was last year's sm... the sequel offers experiments and making things even... The book is ch... evidence that the universe is waiting for us to use the energy that's out there for our wellbeing. Try it - it may change your life.

STRESSED, joyless or wondering about your inner chimp? There is a book out there to assist. NATASHA HARDING picks her top self-help books to get you through the day.

The Chimp Paradox by Prof Steve Peters (Vermilion, £11.99): Happiness is a state of mind but how can you ensure you're always walking around in a state of bliss? Apparently, it's not what you have but what goes on in your head. Getting to know your 'inner chimp' helps. Full of real science, inspiring stuff.

How to Stress Less - Simple Ways to Stop Worrying and Take Control of your Future by Benjamin Bonetti (Wiley, £10.99): You really can lower your stress levels despite living in this stressful age. This great guide to de-junking your life is full of practical tips and solutions. There are plenty of words of wisdom, too.

The Power of No! (Hay £10.99): is it detri... your health to ag... things you don't wa... The author believ... claims that it is only... ing to say no that you will live a healthy and wealthy life. It's a great idea and certainly worth giving a try - at least for a while.