

"James McCrae is the Eckhart Tolle of the Internet Generation." —*The Huffington Post*

SH#T YOUR EGO SAYS

STRATEGIES TO OVERTHROW YOUR EGO
AND BECOME THE HERO OF YOUR STORY

James McCrae

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Strategies to Overthrow Your Ego and
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This fun yet profound book will teach you to differentiate your ego from your Higher Self and master practical strategies to create success based on inner purpose.

DESCRIPTION

Sometimes our biggest failures lead to our greatest transformation. *Sh#t Your Ego Says* is a true story of how **James McCrae** gave up his career in advertising to follow his dreams of being a writer in New York...only to end up broke and homeless on the island of Culebra in the aftermath of Hurricane Sandy. Sitting desolate and alone on Flamenco Beach, James was forced to face the demons of his mind and come to terms with his greatest fears and insecurities. What he found was his Ego - and it had a lot of sh#t to say.

There are two voices inside us. One is the Ego, the other is the Higher Self. The Ego is your reactive, attached mind. It tells you that you are a victim of circumstance and that life has no purpose. The Higher Self is your source of intuition and imagination. It tells you that every struggle has a purpose and that limits are a matter of perception. The battle between the Ego and Higher Self is revealed in this universal story of pain and redemption.

Packed with powerful personal narratives weaved with simple strategies to overthrow your Ego, this book will help you actualize your life purpose, start creating the reality you most desire and become the hero of your story.

SALES AND MARKETING

- Combining an edgy, quotable style with deep spiritual reflections and hand-drawn illustrations, this book will appeal to the Gen X and Gen Y demographic.
- Each chapter title has a strong hook and addresses a specific problem, such as 'I Hate My Job' or 'I Want to Be Famous'. The chapters offer practical solutions to each problem and include examples from the author's personal life.
- James has established relationships with several influencers and online networks with strong platforms, such as *The Huffington Post*, *Yogi Times*, *Yoga Digest* and *Tiny Buddha*.
- 'James McCrae is the Eckhart Tolle of the internet generation' - *The Huffington Post*
- Endorsements from Jake Sasseville of *The Huffington Post*, Lori Deschene (founder, *Tiny Buddha*), Fredrick Dodson (author), and possibly Ram Dass.

AUTHOR BIOG

James McCrae is an award-winning strategist and writer at the intersection of business and creativity. He works with individuals and organizations around the world to unlock creativity and turn imagination into results. www.shityouregosays.com

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