



Mind Your Mindset: The Science That Shows Success Starts with Your Thinking

**by Michael Hyatt and
Megan Hyatt Miller**

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Changing Your Life Starts with Changing Your Thoughts

High achievers are action-takers. But what happens when actions that got results in the past stop working? What happens if you want to uplevel some part of your life but don't know what to try next?

In their highly anticipated book, ***Mind Your Mindset: The Science That Shows Success Starts with Your Thinking*** (Baker Books, January 2023), *New York Times* bestselling author Michael Hyatt and Megan Hyatt Miller teach readers how to save themselves needless frustration and headache from trying to solve problems with strategies that no longer work. “Rather than thinking about what we’re doing,” they say, “we need to think about our thinking.”

Mind Your Mindset draws upon the latest insights in performance psychology, neuroscience, and cognitive science, as well as case studies from Michael and Megan’s own clients. Michael and Megan explore the power of our stories—stories about the problems we face—and how those narratives determine our strategy and, with it, our results.

They show how these stories are anchored in assumptions about the past, form our predictions of the future, and stem from the way our brain makes sense of the wild array of information it encounters every day.

Rather than take those stories at face value, readers can change their stories, rewire their brain for better thinking, and develop new and better strategies. *Mind Your Mindset* offers three simple, proven steps to do just that and attain extraordinary results:

1. Identify the problem and the story surrounding it
2. Interrogate the story
3. Imagine something that works better

These practices help readers cut through the fog of false narratives and offer clear, creative solutions for achieving their goals.

“*Mind Your Mindset* is your invitation to step boldly into a new and better way of thinking and living,” write Michael and Megan. “Unsettling as it may be, uncertainty is not the enemy; it points not to chaos but to possibility. To have the confidence to engage the world and reshape our stories as needed is a far more valuable and reassuring asset than is certainty.”

ABOUT THE AUTHORS



Michael Hyatt is the founder and chairman of Full Focus. He has scaled multiple companies, including a \$250M publishing company with over 750 employees and his own award-winning goal achievement and coaching company, Full Focus. Through his coaching program for small business owners, BusinessAccelerator®, and the bestselling Full Focus Planner, Michael has helped hundreds of thousands of achievers reach their biggest goals. He is also the author of several New York Times, Wall Street Journal, and USA Today bestselling books, including Platform, Living Forward, Your Best Year Ever, Free to Focus, The Vision Driven Leader, and Win at Work & Succeed at Life. Michael enjoys The Double Win with his wife of 40+ years, five daughters, and ten grandchildren.

Megan Hyatt Miller is the President and Chief Executive Officer at Full Focus and the co-host of the popular Business Accelerator® podcast. As the chief executive of Full Focus, Megan has developed BusinessAccelerator® into the premier coaching program for small business owners, and has grown the Full Focus Planner to sell over 1 million copies. Megan is also Michael's oldest daughter, co-author of Win At Work & Succeed At Life, and the architect of Full Focus's award-winning culture, which was named one of Inc. Magazine's Best Workplaces for 2020 and 2021. When she's not taking the company to new heights, she's fully present at home with her husband Joel and five kids in Franklin, Tennessee.



PRAISE FOR *MIND YOUR MINDSET*

“Using the latest research in brain science and cognitive psychology, *Mind Your Mindset* will show you how your mind is placing limits on your success—and how to remove them!”

Tony Robbins, #1 *New York Times* bestselling author, entrepreneur, philanthropist, and the world’s #1 life and business strategist

“Is your mind holding you back or moving you forward? *Mind Your Mindset* teaches you how to change your thoughts in order to make the changes you want in your life, along with the science behind how to make those changes last!”

Jamie Kern Lima, *New York Times* bestselling author of *Believe It*

"All of us know about the little voice inside our heads. What we don't know is that much of what it tells us isn't true! *Mind Your Mindset* is all about changing the narrative of your life. Change the story, change the outcome. This approach really works."

Francesca Gino, author of *Rebel Talent* and Harvard Business School professor

"Your story is powerful, especially when you take control of the narrative. Choosing to change your storyline can be the difference between a broken and a blessed life. Michael and Megan will show you how science and strategy can help reshape your thinking, tell better stories, and get greater outcomes."

Dave Ramsey, bestselling author and radio host

"Michael Hyatt and Megan Hyatt Miller are friends of mine, and they have written a terrific book. *Mind Your Mindset* is going to inform, inspire, and encourage you to get inside your head so you can get out of the way in your life. This book will help you figure out what's got you stuck and give you practical tips on what you can do about it. You'll be glad you read it."

Bob Goff, *New York Times* bestselling author of *Love Does*

"The old saying 'It's all in your head' is way more true than we often understand. Our brains make maps of ourselves, others, and the world. If we do not intentionally make sure those maps are accurate, our lives will suffer and be limited. But when we do, incredible possibilities open up that we never have experienced. Thanks, Michael, for this great reminder!"

Dr. Henry Cloud, *New York Times* bestselling author and psychologist

"Your brain is a storytelling machine. My friends Mike Hyatt and Megan Hyatt Miller can show you how to program it to tell better stories, stories that lead to a better ending in your business and personal life. Positive change is within your reach! Go and get it!"

Ian Morgan Cron, bestselling author of *The Road Back to You*

"As a serial entrepreneur with ADHD, I know firsthand how limiting negative beliefs can be. This book will help you understand how the stories we tell ourselves often create our greatest limits. You'll love the actionable steps it provides to change those narratives and unlock your highest potential, peak performance, and most importantly, free your mind from worry. Filled with science, stories, and strategies, this book has the power to change the trajectory of your life. . . . The Hyatts have done it again!"

Chalene Johnson, *New York Times* bestselling author; business and lifestyle expert; motivational speaker; and podcaster

"So often when we experience dreams that don't come true, or challenges in work or relationships, we feel discouragement and a bit of helplessness. We don't know the next step, or if we should simply give up the dream and move on. But using the latest neuroscience and their own vulnerable personal narratives, Michael and Megan show that we have so many options in our minds that we never allowed ourselves to consider. What is more, they provide clear and immediately actionable steps to get you and your brain on the right track to success. Highly recommended."

John Townsend, PhD, *New York Times* bestselling author of the *Boundaries* series and founder of the Townsend Institute

"When it comes to achieving your goals, there's no skill more essential than mastering your mindset. Michael and Megan have done an incredible job of breaking down the science of how our brains work, and how that science affects the stories we tell ourselves. What an amazing approach to creating positive change in your business, relationships, and life"

Ruth Soukup, *New York Times* bestselling author of *Do It Scared*

SAMPLE INTERVIEW QUESTIONS

- Thanks for joining us! For those who may not be familiar with you yet, tell us a little bit about your background and what you do.
 - The subtitle of your new book *Mind Your Mindset* is *The Science that Shows Success Starts with Your Thinking*. Will you start to unpack that for us?
 - Throughout this book, you talk about our brain telling itself stories. What does this look like? How does it work?
 - That leads into your concept of the “Narrator.” How do we begin to find the Narrator, the stories we are telling ourselves?
 - Identifying the Narrator is just the first step in changing the way we think. What comes next?
 - Can you give us an example of what it looks like to separate fact from fiction in the stories we tell ourselves?
 - You also talk about intuition in the book. Where does intuition come from? Can we trust it?
 - Once we understand our narrative, what are some ways we can kickstart our imaginations so that we change course?
 - What is the end goal of *Mind Your Mindset*? In other words, where will readers be when they finished reading the book?
 - Where can our audience go to connect with you and purchase a copy of the new book, *Mind Your Mindset*?
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QUOTES FROM MIND YOUR MINDSET

“Achieving our goals and experiencing the results we desire comes down to working with the people in our lives and the constantly changing circumstances we find ourselves in. And your primary tool in that endeavor? Bingo: it’s your brain.”

“The answer to getting unstuck or jumping to the next level is the same: it comes down to the story you’re telling yourself about your current reality—and that story is based in your brain.”

“When we ask why something happened or why things are the way they are, we’re acting on a biologically driven, neurologically wired need to understand what’s happening around us. Otherwise, our experiences would seem random, leaving us with no way of knowing how to navigate through life.”

“The capacity to imagine a wide range of stories largely sets the bounds of our experience. Why? Because the stories at our disposal drive the strategies we use to pursue our goals. The ability to imagine a better state of affairs is what drives human progress, achievement, and flourishing. And the ability to reimagine our stories when we’re stuck or stalled is what enables us to improve our lives, become more productive at work, take control of our health, become better spouses, friends, parents, and more.”

“What we don’t know about a problem can be just as important as what we do. Our brain is constantly at work connecting the dots of our experience. To make meaning quickly, it fills blanks and leaves stuff out. We think we know x causes y , but it turns out that $x + a$ causes y .”

“When relying on intuition, it’s critical to distinguish between what we strongly believe or wish to be true and what is most likely to be true. This calls for a rigorous practice of self-awareness to expose our own biases and desires, which are usually hidden from us.”

“Our potential is bound only by our imagination. When we break free from the stories that limit our potential, we drive progress and achievement. When we interrogate the thoughts our Narrator is feeding us and update them to be more accurate and helpful, we change the course of our lives. Every great innovator has employed some version of this process.”