

Psychologist's Book on People-Pleasing Needs **Compelling Title and Back-cover Copy**

Before:

Selfless to Self-Full:

What to Do When Your Need to Please Isn't Pleasing Anyone

Psychotherapist Dr. Eileen Cohen had written a book on one of her areas of professional specialization: people-pleasers and the emotional/psychological challenges they experience. But, she was stuck on her title.

Her #1 working title shown above, I thought, was too abstract. I understood what she meant by “self-full” (vs. selfless), but it was a clunky construction that readers would no doubt stumble over.

More importantly, I didn't think her main audience (i.e., people-pleasers) would quickly resonate with it—always the goal with a title. I thought it best to cut to the chase with a title that would quickly strike a chord with that audience, and which would highlight and validate their life experiences.

Here's what we ended up with...

(I also wrote the back-cover copy, which is on the last page ahead).

"Dr. Ilene has found a way to approach a sensitive topic with compassion, clarity, understanding, and lightheartedness. This compelling blend of personal stories, anecdotes, and clinical cases offers something for every reader."

~ DR. DENISE FOURNIER, Evergreen Therapy

A person is holding a large, light-colored wooden frame in front of their face. The frame contains the title text. The person is wearing a light-colored dress with a pink and orange pattern.

When
It's
Never
About
You

**The People-Pleaser's Guide to
Reclaiming Your Health, Happiness
and Personal Freedom**

ILENE S. COHEN, Ph.D.

Is being a people-pleaser (a.k.a., conflict avoider, pushover, approval-seeker, doormat, etc.) ruining your life?

Do you sometimes feel as if you exist only to satisfy others' wants and needs, but never your own?

Is your physical, mental and emotional health suffering as a result?

Everyone loves a people-pleaser. They're always willing to help, to stay late, to fill in, to "go along." But if *you're* one of them, you often end up feeling violated, ignored, disrespected, and *disconnected*—from life and others. Silently enduring the ongoing and *relentless* invalidation of who you are and what *you* want will reliably wreak havoc on your health and the health of your relationships.

Ready to put less "Yes" and more "You" in your life?

In *When It's Never About You*, psychotherapist, Ilene S. Cohen, uses real-world examples and activities to help you take a *systemic* look at people-pleasing. You'll learn...

- How to reclaim a strong and balanced sense of self—while still being a "good person."
- How to break the harmful behavior patterns that keep you from being heard, listened to and respected.
- Specific strategies for transforming yourself from selfless to "self-full."
- How to go from feeling "vanished" to being clearly *differentiated*.
- How to get what *you* want and need—while actually earning even *more* respect from others.

Tired of disappearing from life? Ready for the "pleasing prescription"? *When It's Never About You* will give you the tools and confidence to put yourself first, while bringing the best YOU to those who depend on you!



"DR. ILENE" S. COHEN, Ph.D., is a psychotherapist and blogger, who teaches in the Department of Counseling at Barry University. She is a regular contributor to *PsychologyToday*. See her full bio inside the back cover.

SELF-HELP / SELF ESTEEM

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