

PRESS RELEASE

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“Who Else Wants the Courage to Win in a Recession?”

CALGARY, Alberta, (October 23, 2008) “In this turbulent economy, we must be vigilant about managing fear, because fear can go one of two ways. If you let fear turn into panic, you are vulnerable to making poor decisions about career and money. But, if you use fear to keep your wits about you, you will thrive, even in stressful financial times.”

This incredibly powerful statement comes from Lisa Lane Brown, the nation’s leading authority on mental toughness and author of the newly-released book, *The Courage to Win: A Revolutionary Mental Toughness Formula – How to Make More Money, Fast Track Your Career, and Win in Love*.

“If you isolate the one thing that puts high achievers at the pinnacle of success, it is their inner game. Call it mental toughness, confidence, courage—it is the profound ability to stay in control and triumph when facing adversity, loss, and setbacks,” says Lisa. If you interview Lisa, she will reveal the four steps to creating the courage to win during a recession, including the following:

1. The root cause of fear and how to stay immune to it. Most people *do* have habitual ways for dealing with fear that makes them vulnerable to low confidence in a recession. Let everyone else be governed by these tendencies—but not you!
2. Where financial security *really* lies. Financial security does not lie in being employed by a large organization. Discover the mindset you need to make yourself indispensable to employers and control your own destiny.
3. A simple, immediate plan for your investment portfolio to keep you sane.
4. Exactly what to do if you are hearing rumours about layoffs or your company’s financial situation (or, in a worst case scenario, if you’ve been locked out of your place of employment).

Lisa Lane Brown is a professional speaker, author, and coach who helps people win using mental toughness. A three time world champion athlete, Lisa is the author of the *Courage to Win* formula, which she has taught to thousands of achievers worldwide.

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