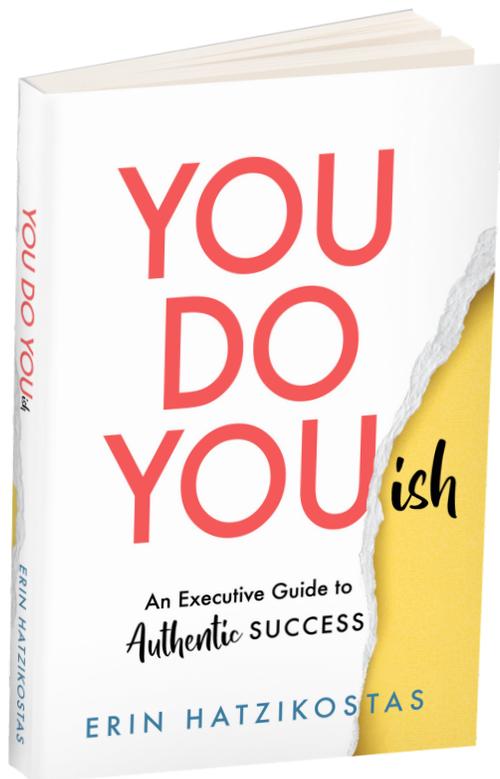


*YOU DO YOU(ish)*

**BULK ORDER INFORMATION**



## ABOUT THE BOOK

*Former Corporate CEO turned Professional Pot-Stirrer, Erin Hatzikostas, is on a hell-bent mission to help people have the big career they deserve, without compromising everything else.*

*You Do You(ish)* hurls aside the crusty, centuries-old career advice you've likely heard for way too long: lean in, executive presence, network, blah, blah, blah. Instead, this book will help you see that there's a better way to have success and get great results. An approach that will produce a massive win-win: you succeed, you don't sell out.

*You Do You(ish)* will take you on a roller-coaster ride that will have you go deep, say "aha" and pee your pants laughing, sometimes all in the same sentence. The book is whimsical and inspiring, yet also grounded in Erin's proprietary H.U.M.A.N.S. framework - 6 Principles of Strategic Authenticity.



*"It's about frickin' time! You Do You(ish) is the book we've desperately needed for so long. Erin brings the fun and sass you'd expect from your best friend along with the credibility and results of a CEO badass. If you've ever felt like you needed a playbook to cut through the BS in Corporate America to have a big career, without compromising your soul, this book is a must read!"*

**~Shelley Paxton, Former CMO of Harley Davidson & Author of Soulbbatical**

# Preorder (25-100 books)

Total Value \$88/person + \$27 t-shirt

## \$20/person

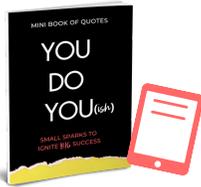
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- A copy of the book (\$25 Value/person)

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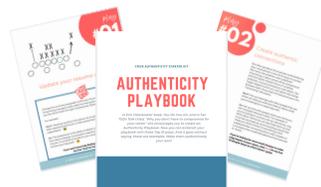
- Authenticity Playbook (\$20 Value/person)
- Sucksess Spotify Playlist (\$20 Value/person)
- EBook of *You Do You(ish)* Quotes (\$15 Value/person)
- Book Club/Discussion Guide (\$10 Value per person)
- T-shirt for organizer (\$27 Value)

1



An EBook of some of the best *You Do You(ish)* quotes!

2



A 10-step playbook to help you step into your authenticity.

3



A Sucksess Spotify Playlist. This is a compilation from the author and the b Authentic inc community!

4



A complete guide to help you get the most out of *You Do You(ish)* and the H.U.M.A.N.S. Framework.

5



A b Authentic t-shirt (one for organizer)

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# Preorder (100 + books)

Total Value \$83/person + \$5,027

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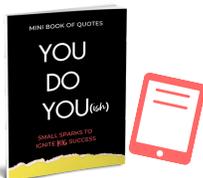
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- Sucksess Spotify Playlist (\$20 Value/person)
- EBook of *You Do You(ish)* Quotes (\$15 Value/person)
- Book Club/Discussion Guide (\$10 Value per person)
- T-shirt for organizer (\$27 Value)
- Virtual Authenticity Awakening Workshop (\$5,000 Value)

1



An eBook of some of the best *You Do You(ish)* quotes!

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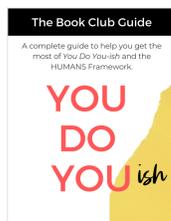
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Virtual Authenticity Workshop

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# ORDERING IS EASY!

## HOW IT WORKS

### OPTION ONE

#### Send books to everyone's homes



#### STEP ONE

Let us know how many books you want to order.



#### STEP TWO

Provide us with names, addresses, and emails of the people your blessing with the book.



#### STEP THREE

Upon receiving, we'll immediately email each person to let them know how nice you are, give them the digital bonuses, and let them know their book will be at their doorstep in February.



#### STEP FOUR

In February we'll ship each person's book right to their house!

### OPTION TWO

#### Send all books to one person



#### STEP ONE

Let us know how many books you want to order.



#### STEP TWO

Provide us with your name, address, and email (or the person you want to receive, if that's not you.)



#### STEP THREE

We'll immediately email you the digital book bonuses that you're welcome to send off to others (or you can hold them tight too.)



#### STEP FOUR

In February we'll send you all the books and you can give them to all your peeps!



## ABOUT THE AUTHOR

Erin is the living, breathing business case for authentic leadership.

Erin spent her career “first half” working in the corporate world, where at the age of 42, she became the CEO of a \$2bn healthcare financial institution. In just 3 years, she tripled earnings and sent employee engagement skyrocketing.

And just when things were going great, she decided to walk away so that she could help solve what truly breaks her heart: the immense lack of authenticity and happiness in Corporate America.

**Through her company, b Authentic inc, Erin is provoking a movement to eradicate the all-too-fake Corporate environment by inspiring and enabling an army of people to crush their career, without compromising everything else.**

Erin is a prolific speaker (including TEDx), thought leader, and edutainer. She has spoken in front of thousands, is a regular contributor to Business Insider and several industry-leading publications. She also cohosts an offbeat career and leadership podcast. She is a CEO, wife, mother, coach, runner, MBA, and a Running Man enthusiast.