



BERRETT-KOEHLER PUBLISHERS

235 Montgomery Street, Suite 650
San Francisco, CA 94104-2916
Fax 415.362.2512
www.bkconnection.com

Ken Lupoff, Senior Publicity Manager
Phone: 415.743.6469 Email: klupoff@bkpub.com
Tiffany Lee, Publicist
Phone: 415.743.6477 Email: tlee@bkpub.com

For Immediate Release

The Trance of Scarcity

Stop Holding Your Breath and Start Living Your Life

By Victoria Castle

"I am not enough! Not smart enough, successful enough, or good enough!"

This is the trance of scarcity—a self-inflicted premise of “not-enough-ness” that successfully cripples the lives of people who would otherwise be buoyant and passionate. It eclipses people’s greatness, prevents them from being as creative, caring, and resilient as they naturally are, and traps them in a numbed state where they are disconnected from their fundamental human goodness.

Having awakened from her own trance over 20 years ago, Victoria Castle has developed a clear and powerful message to help readers effectively break free from the trance of scarcity in three distinct ways:

- (1) By defying the cultural “common sense” that scarcity is an unchangeable truth and revealing it for what it is—a mere story. Rather than offer strategies for better living in a world of scarcity, the book exposes the “reality of scarcity” as a hoax, thus eliminating its power.
- (2) By leveraging the two elements that create our personal realities—our stories and how we embody them—and then using those elements to create the reality we want.
- (3) By using the powerful, well-tested practices of the Cycle of Abundance that result in greater ease, freedom, and satisfaction. Through these practices, which are as relevant to organizations as they are to individuals, readers will learn to literally embody the state of abundance and to live in the world with greater effectiveness and ease.

Illuminated by the author’s own struggles and what she now affectionately refers to as “Victoria’s Adventures in Hell,” *The Trance of Scarcity: Stop Holding Your Breath and Start Living Your Life* is an extremely direct and personal book that offers readers the tools and insight needed to help positively change their lives. If you have had enough struggling in your life and are ready for greater empowerment, autonomy, and aliveness, *The Trance of Scarcity* can help.

More...

“Victoria Castle gives you practices that foster body/mind collaboration to help you address “not-enough-ness” and successfully navigate change.”

—Vicki Robin, coauthor of *Your Money or Your Life* and cofounder, Conversation Cafés

“An instructive, encouraging and delightful book that I believe can wake us out of our numbed state, where we’ve forgotten our true nature, our fundamental human goodness. Please read it.”

—Margaret Wheatley, author of *Leadership and the New Science*

“I recommend this book to anyone and everyone who understands that we must rethink who we are and how we related to the world in order to create a healthy future for all beings.”

—Lynne Twist, author of *The Soul of Money*

“Of the two dimensions to our money issues—the inner and the outer—Victoria Castle is dealing with the inner side in a masterful way. I recommend this book to anybody who feels that money is a concern in their lives.”

—Bernard Lietaer, author of *The Future of Money*

“Readers will appreciate the directness and simplicity of this compassionate, effective perspective for confronting a myth that has lived within us for centuries.”

—Richard Strozzi-Heckler, Founder Somatic Coaching, author of *In Search of the Warrior Spirit* and *The Anatomy of Change*

Victoria Castle is a leader, facilitator, and executive coach with 20 years of experience helping individual leaders, small entrepreneurial firms, nonprofit agencies, and mega-corporations succeed and thrive on both personal and business fronts. Castle’s clients include Capital One, Microsoft, Hewlett-Packard, The University of Washington, Yahoo, Cisco, the Humane Society, Children’s Hospital, Getty Images, FedEx, the Internal Revenue Service, and Boeing. Her specialty is working with leaders—those who have or want to have influence and impact—to be effective in the midst of chaos and challenge.

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