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A BK LIFE BOOK

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For Immediate Release

Mayday!

Asking for Help in Times of Need

By M. Nora Klaver

Complain to one who can help you.
—*Yugoslav proverb*

Face it: you need help.

Now don't get defensive. The fact is, everybody does now and then. But nobody ever wants to admit it. And most of us would rather get a root canal than actually ask for help. We're afraid of seeming weak. We think it's an admission of failure. We simply don't know how. So instead we continue to struggle on alone with day-to-day burdens and serious crises. Trying to show we can do it all, we end up getting less and less done.

Mayday! Asking for Help in Times of Need shows how to make the intimidating but potentially rewarding process of asking for help far less daunting. In an inviting, often humorous conversational style sprinkled with personal stories, M. Nora Klaver delves deeply into the social and psychological factors that keep us in isolation, and shows how to cultivate a mindset that will accept and invite help at home and at work. She outlines a 7-step process for figuring out what to ask for, whom to ask, how to ask, and when and where to ask.

Besides making our lives easier, Klaver shows that asking others for help can be an emotionally and spiritually enriching experience, one that, surprisingly, will end up making us feel more confident and will strengthen our relationships. In a sense, *Mayday!* is almost an anti-self-help book, because Klaver's message is that you need more than just yourself. We often help ourselves most by reaching out and asking others to help us.

Drawn from Klaver's twenty years of experience as both a personal and a Fortune 100 executive coach, *Mayday!* is the first book to fully integrate the body, mind, and emotions in a truly effective step-by-step approach to getting the help we need.

More...

"**Mayday!** takes a mature look at the challenge of asking for help, puncturing the philosophy of independence that can so often create feelings of isolation instead of strength. A most thought-provoking contribution to the field of self-help psychology."

— Caroline Myss, author of *Entering the Castle* and *Anatomy of the Spirit*

"**Mayday!** Shows readers how to make the intimidating process of asking for help less daunting. Nora Klaver offers anecdotes and encouragement to show us how to ask for and let others help us when we need it. And, we all need it."

— Susan Abrams, author of *The New Success Rules for Women: 10 Surefire Strategies for Reaching Your Career Goals*

"Finally, a beacon of light for those mystified by the plethora of 'go it alone' self-help books. Nora Klaver shows the way to finding true help and support as she guides the reader to the connections and community that come when we ask for help and give help in return. This book will not only touch those who despair alone—at work or in personal life, but will show how the sharing of our humanity has the power to heal on a broader scale."

—Jacqueline Winspear, Certified Professional/Personal Coach and author of the national bestsellers *Maise Dobbs*, *Birds of a Feather*, *Pardonable Lies*, and *Messenger of Truth*

M. Nora Klaver is founder of Inq Inc Coaching Through Inquiry, a firm dedicated to assisting individuals in both corporate and non-corporate environments to achieve personal and professional fulfillment. She is certified as an ontological coach through the Newfield Network USA and as a Master Certified Coach through the International Coaching Federation.

Mayday: Asking for Help in Times of Need

By **M. Nora Klaver**

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