

# BOB BOYLAN

## AUTHOR

**Available for media appearances or  
written interviews.**

In person in Denver & Colorado Springs,  
and on Zoom everywhere else.

### Media Contact:

For more information about Bob Boylan  
and his transformative work, visit his  
official website at:

<https://bobboylan.com>

Email: [discover@bobboylan.com](mailto:discover@bobboylan.com)



@authorbobboylan



# BOB BOYLAN

- Born in Minneapolis, Minnesota
- Both parents taught physical education teachers in the Minneapolis public school system.
- Graduated University of Minnesota with BA in Applied Psychology.
- US Army officer, two years.
- Raised five children.
- Salesman for major US corporation 6 years.
- Began self employment at age 31; and co-owned an advertising agency in Minneapolis. 13 years later, our agency had 66 people. I sold my ownership and started my career as a professional speaker and trainer. I did that for 38 years.

I earned my Certified Speaking Professional, CSP, designation from the National Speakers Association. I have authored, two books, one on how to present more effectively and the other on how to lead more effectively.

**Combined they sold over 250,000 books.**

I've been a professional landscape photographer for 36 years. My images are on my website.

After a photo shoot of spring flowers in a beautiful resort in Austria, we made a decision to sell our home in Colorado and everything in it, and we moved to Austria in September 2013.

We stayed in Europe 2 1/2 years, living in three different locations. I would fly back and deliver training in America and return to Europe. It was quite a ride!! I have been a snow skier, road biker, hiker and tennis player, most of my life.

My wife, Linda and I travel extensively demonstrating "Loving Life Together".

We live in Woodland Park, Colorado. My new book, Discover What Makes You Tick, is a common sense process to help you improve your choices and enjoy life more.



# PRESS RELEASE 1/2

## Bob Boylan Unveils His New Book: 'Discover What Makes You Tick'

WOODLAND PARK, CO – Esteemed author Bob Boylan introduces his latest book, "Discover What Makes You Tick". This thought-provoking guide aims to help readers dig deep to uncover the very essence of their being. By understanding beliefs, values, habits, and character traits, readers are encouraged to be honest with themselves, recognize the foundation of their choices, and identify the character traits that have shaped their decisions.

Boylan's book sheds light on the introspective journey of self-awareness, stating:

- Dig deep to understand what makes you tick. Be honest with yourself.
- Understand the foundation of why you have made the choices you've made.
- Discover your foundational character traits that have steered your choices.
- Recognize what changes need to be made to enjoy life to its fullest.
- Learn which beliefs, values, habits, and character traits have influenced both good and bad decisions in your life.

Interestingly, while there's no university in the world offering a major on how to enjoy life more, Boylan's book fills that gap. This timely piece is bound to inspire both eternal optimists and those who simply need a fresh perspective on life's possibilities.

Leveraging his vast experience in enhancing individual and organizational effectiveness, Boylan's book promises a commonsense process.



**Linda Marvin, President of Lockheed Environmental Systems & Technologies notes,**

*"His process works throughout an organization to empower people to be leaders at all levels."*

**As featured in**



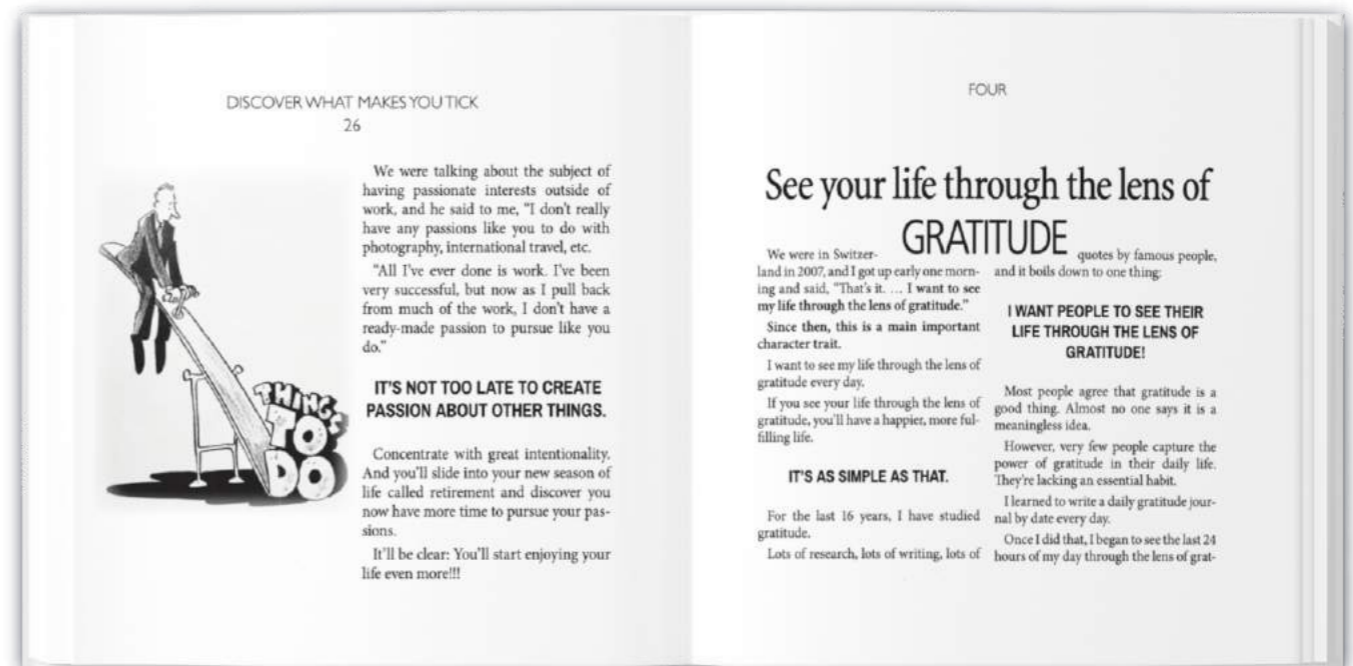
# PRESS RELEASE 2/2

CONTINUED...

For more information about Bob Boylan and his transformative work, visit his official website at <https://bobboylan.com>

Media Contact: Bob Boylan Email: [discover@bobboylan.com](mailto:discover@bobboylan.com)

About Bob Boylan: *Residing in Woodland Park, CO, Bob Boylan has dedicated his career to fostering effectiveness in individuals and organizations. With a 38-year career focused on training middle and senior management of corporate America on enhancing their presentation skills, Boylan has made a significant mark in the field. His earlier publications on leadership and presentation skills, released in 1985 and 1995 respectively, have combined sales of 250,000 copies. Through his writings, trainings, and consultations, he continues to be a sought-after figure for those eager to elevate their personal and professional lives.*



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**Blanton Belk, Founder of Up With People  
says,**

***"Bob Boylan's business is effectiveness... he consistently offers people a hands-on approach to becoming more effective at whatever they want to accomplish."***

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# BOOK RELEASE

Upon its release on 1/1/24 on Amazon, Discover What Makes You Tick achieved #1 New Release within 24 hrs, and #1 Best Seller by Day 3, which is a remarkable feat on the biggest selling platform in the world.

We held the #1 Amazon Best Seller Badge for about 7-10 days upon launch.

- Day 1 SOLD OUT all hard copies on Amazon!
- Day 2 Became #1 New Release on Amazon!
- Day 3 Became #1 Best Seller on Amazon!

In January, 2023, the audiobook of Discover What Makes You Tick was released on the BookBaby platform.

Screenshots taken from



## Discover What Makes You Tick: Understand What Makes You Enjoying Life...Or Not! Kindle Edition

by **Bob Boylan** (Author) | Format: Kindle Edition

5.0 ★★★★★ 1 rating

**#1 New Release** in Journal Writing

Discover What Makes You Tick!

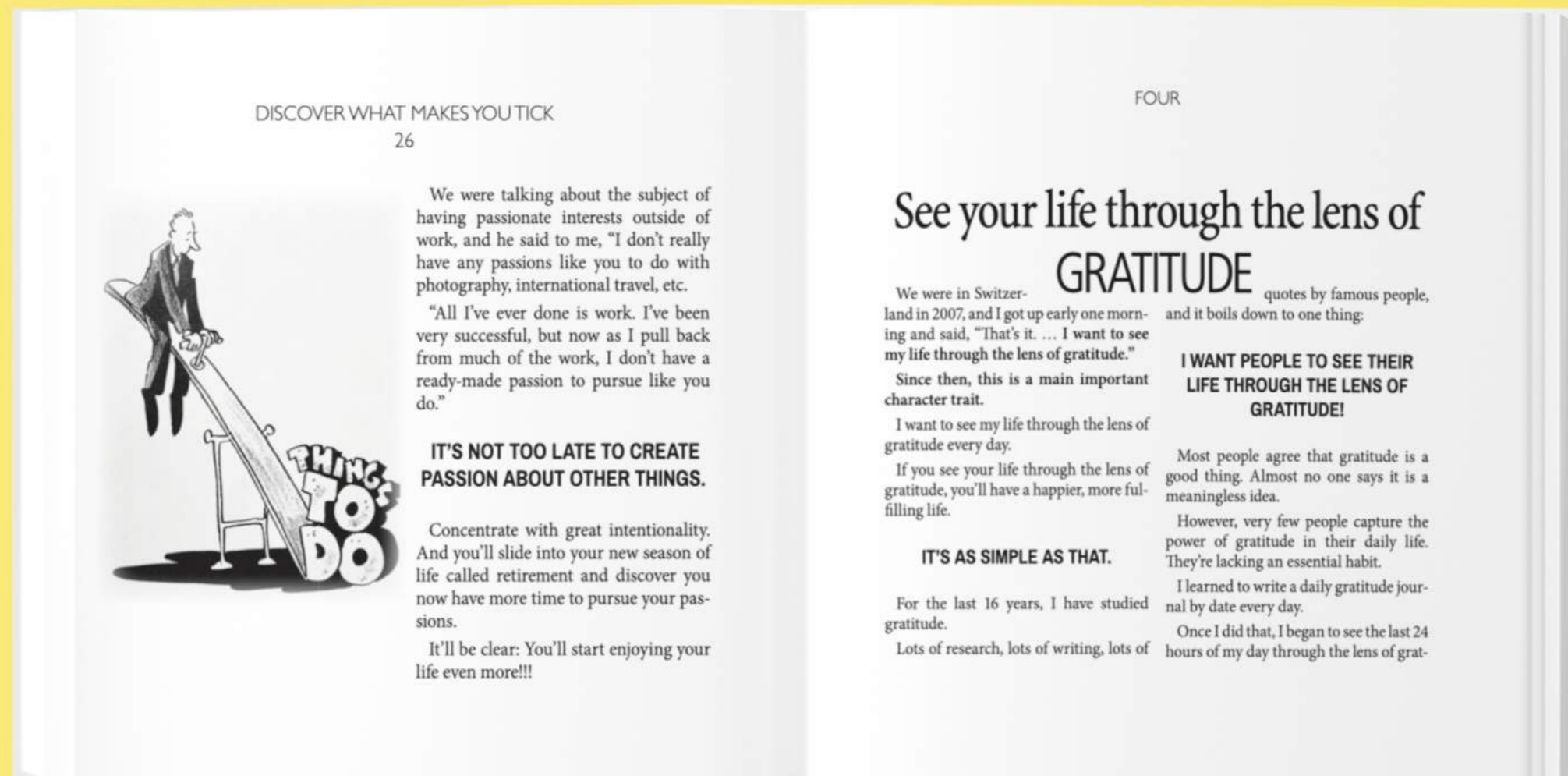
In a world where we often grapple with existential questions like "Who am I?", sometimes find ourselves feeling "bored with life," Bob Boylan's transformative "You Tick," is a guiding light. It illuminates the intricacies of the human psyche and contentment.

The book tackles the age-old quest for happiness. It explores the winding path of life's curveballs. From understanding how to be happy alone, to learning how to be wise, wisdom spans a vast spectrum. He equips you with the tools to navigate life's most moment with an open heart, and to find joy in the most unexpected places.



# A commonsense process to help you improve your choices and enjoy life more.

In a world where we often grapple with existential questions like "Who am I?", "What is my purpose?", and sometimes find ourselves feeling "bored with life," Bob Boylan's transformative masterpiece, "Discover What Makes You Tick," is a guiding light. It illuminates the intricacies of the human psyche and the secrets of personal happiness and contentment.



# INTERACTIVE FEATURES

QR CODES IN THE BOOK

To unlock more insight from the core principles of the book, the author has placed QR codes throughout the book which link to BONUS videos where Bob can be watched giving insight on the chapter which follows.

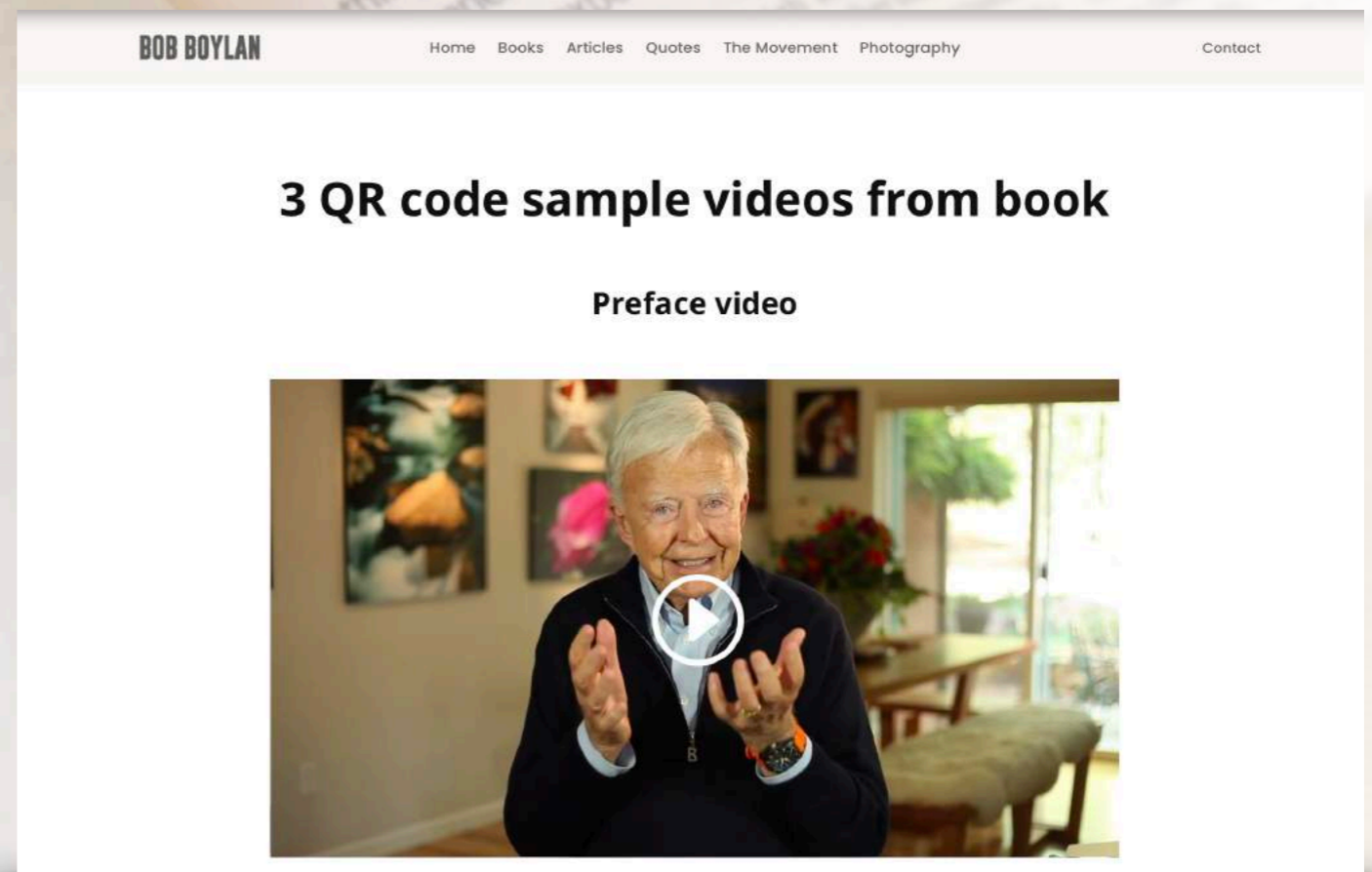
This provides readers with even more insight, creating a fun and interactive learning environment for readers.

Watch some **bonus** insights from Bob about this chapter by scanning the QR code!



Click here to see examples: →

← Or scan here:



# INTERVIEW QUESTIONS

## The main idea of this interview:

*It's good news to help your listener participate in a commonsense process to improve their choices and increase their enjoyment of life.*

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- When a person buys your book and does the work of discovering what makes them tick, how will they benefit from that process ?
- What if they can't find the time to discover what makes them tick, but they read the book. What benefit will they receive?
- After a reader goes through the process of discovering what makes them tick, and they have a bigger foundation of knowing why they've made choices as they have, now what did they do?
- Once they start doing the work of choosing to do more of what has given them an enjoyable life, what do their conversations sound like with their friends?
- Any suggestions on how someone can change a habit they have learned is not helping them enjoy life?
- Tell me about the way you're trying to change conversations all over America
- Tell me about the "movement" you are trying to create, Bob.
- Why is the word,"intentionality" so important in this process?
- Why did you write this book?
- What benefits have you received from building a bigger foundation of understanding what makes you tick?
- So, when all is said and done Bob, what did you discover that makes you tick ?
- Have you done any research on the difference between having conversations about subjects you have no control over, versus personal choices you have control over?
- What's the main idea you want people to remember from this interview?

# SOCIAL MEDIA 1/2

Check out Bob's instagram for examples of social posts his team is posting.

 @authorbobbboyman

Don't just know it.  
Don't just talk  
about it.  
Just do it!

from Discover What Makes You Tick

Bob Boylan

You can reach  
for anything if  
you have the  
God-given  
abilities to  
accomplish  
that goal!

from Discover What Makes You Tick

Bob Boylan



We spend most of  
our waking hours  
at work. When  
you can say a  
heartfelt "I love  
what I do!" You  
will really be  
enjoying your ride  
through life.

from Discover What Makes You Tick

Bob Boylan



When I live my  
life according to  
my values, I am  
with the right  
people doing  
the right things  
for the right  
reasons.

from Discover What Makes You Tick

Bob Boylan



WE HAVE CONTROL  
OVER WHAT WE  
THINK ABOUT, AND  
**HOW WE THINK**  
ABOUT IT.

Bob Boylan



Sometimes,  
you only  
need to  
make one  
change.

Bob Boylan



A JOURNEY OF  
SELF-DISCOVERY  
CAN LEAD TO **MORE**  
**ENJOYMENT OF**  
LIFE.

Bob Boylan

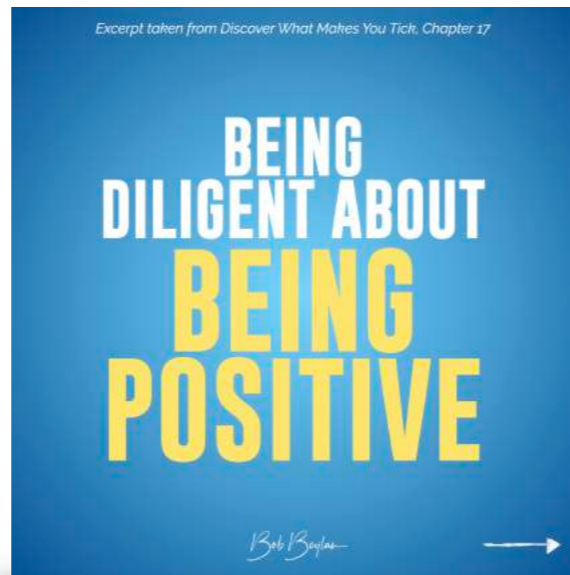
BOB BOYLAN



Excerpt taken from Discover What Makes You Tick, Chapter 17

BEING  
DILIGENT ABOUT  
**BEING**  
**POSITIVE**

Bob Boylan



Lifelong  
learning is  
certainly  
more than  
just  
reading.

from Discover What Makes You Tick

Bob Boylan



What do I want  
and WHY?  
What must I  
stop doing so  
that I can  
attain what I  
want?

from Discover What Makes You Tick

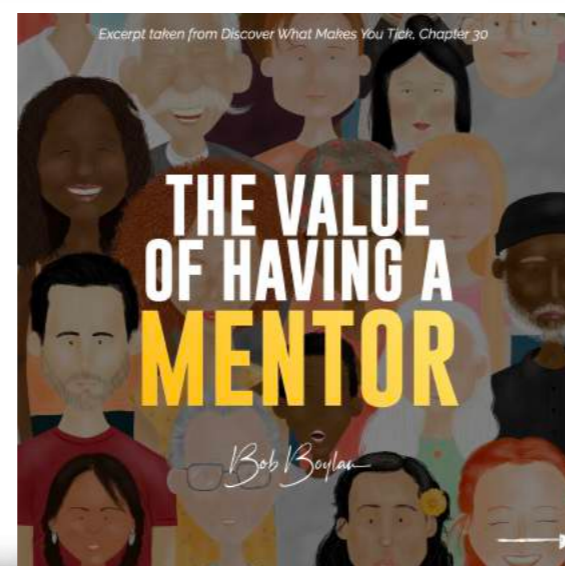
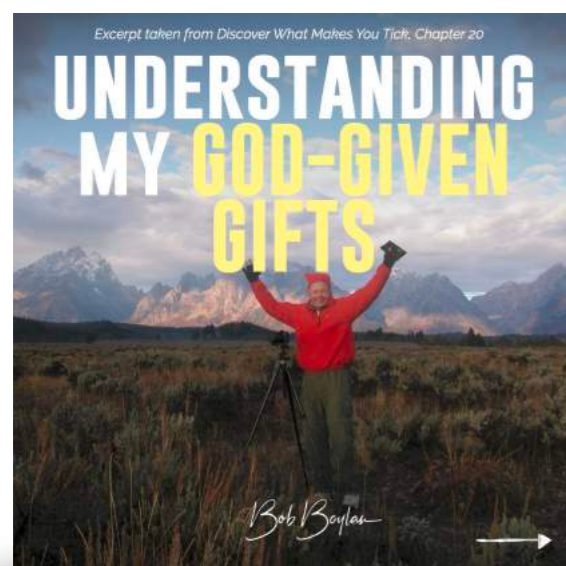
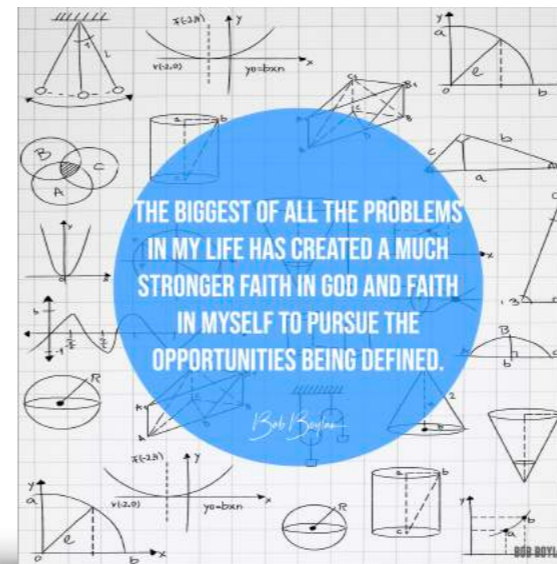
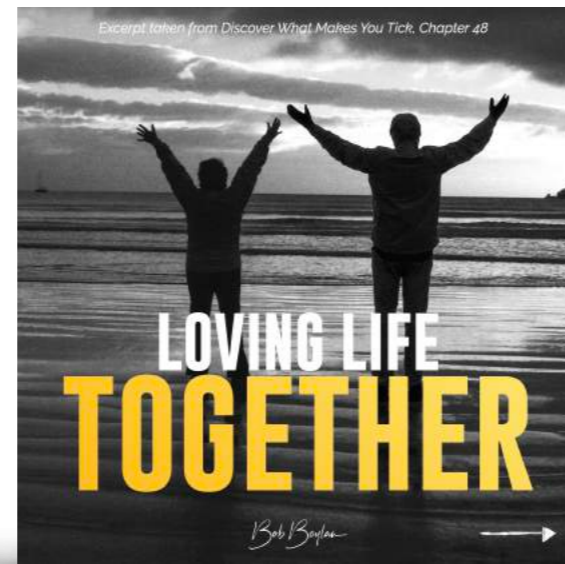
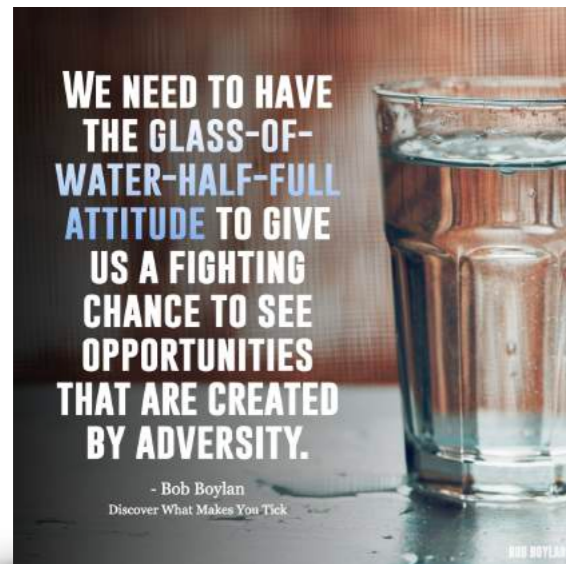
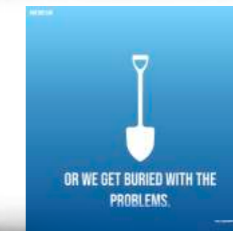
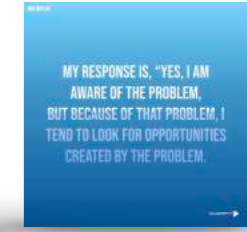
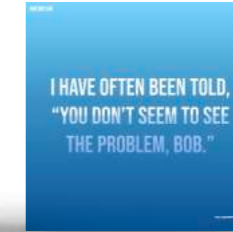
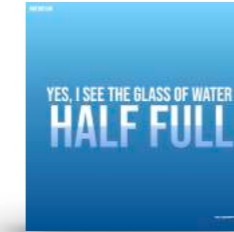
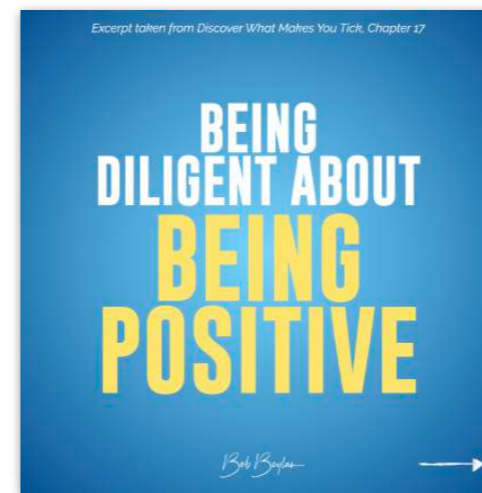
Bob Boylan



# SOCIAL MEDIA 2/2

Check out Bob's instagram for examples of social posts his team is posting.

 @authorbobbboyman



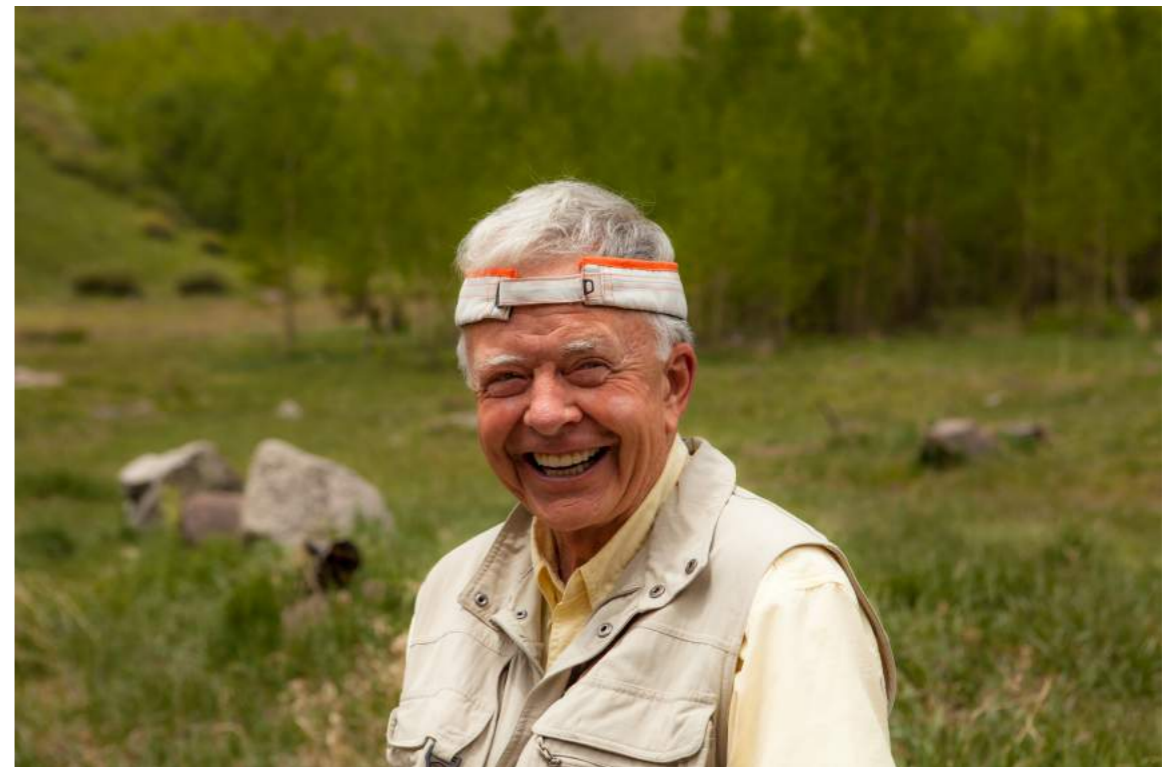
# USEFUL IMAGES 1/2



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I help people SEE things differently, so  
that they can DO things differently!

**- Bob Boylan**



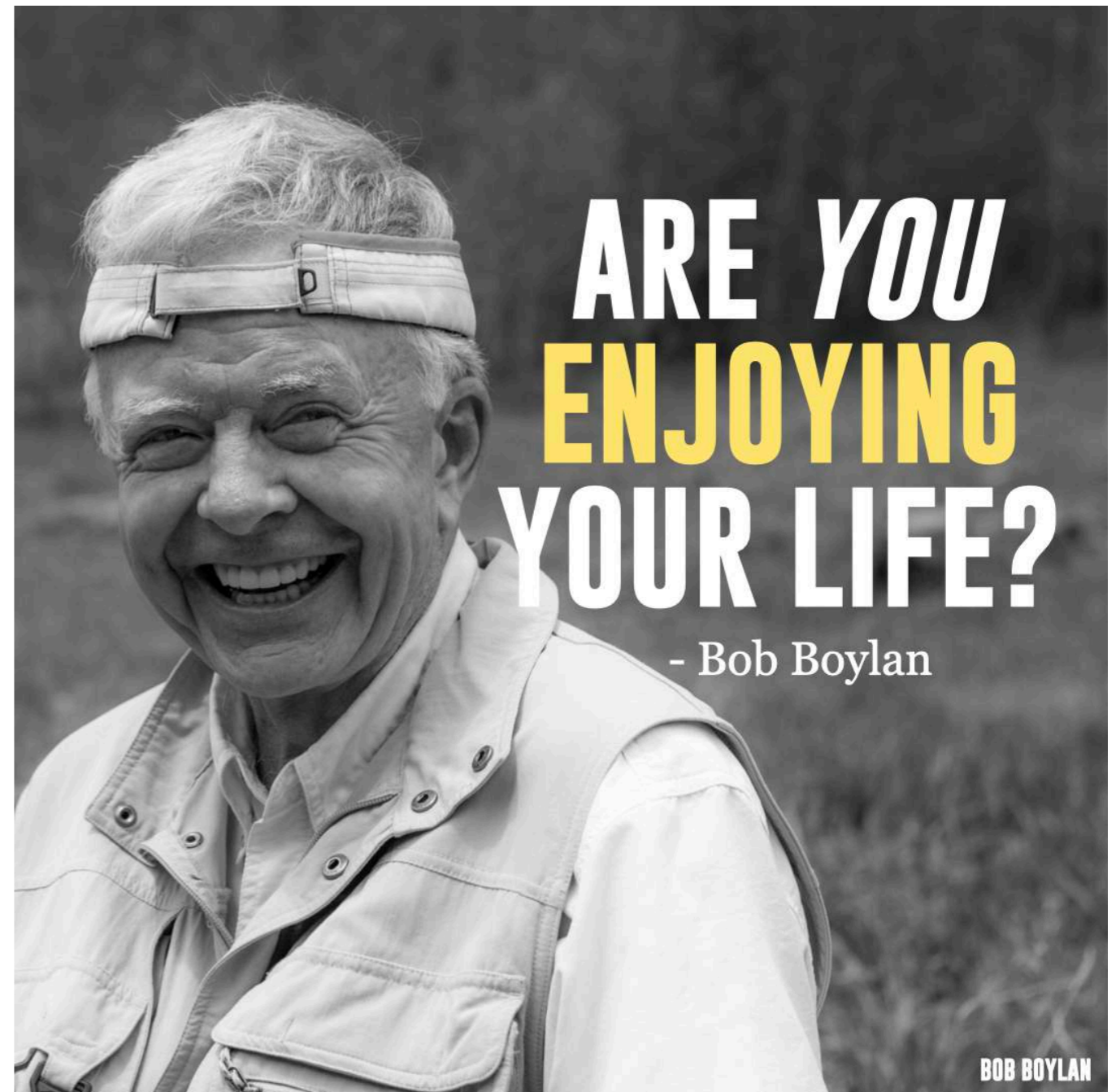
# USEFUL IMAGES 2/2



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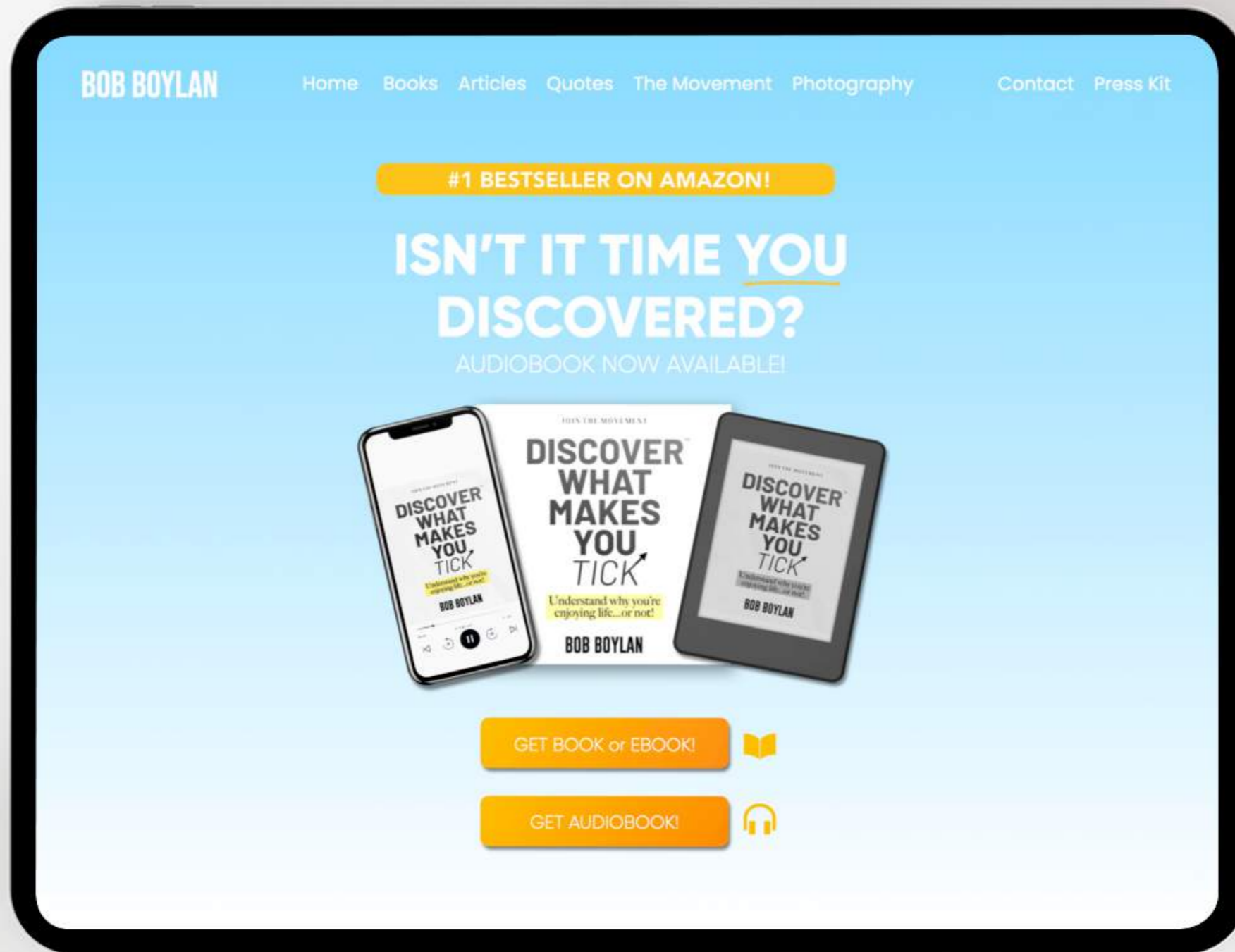
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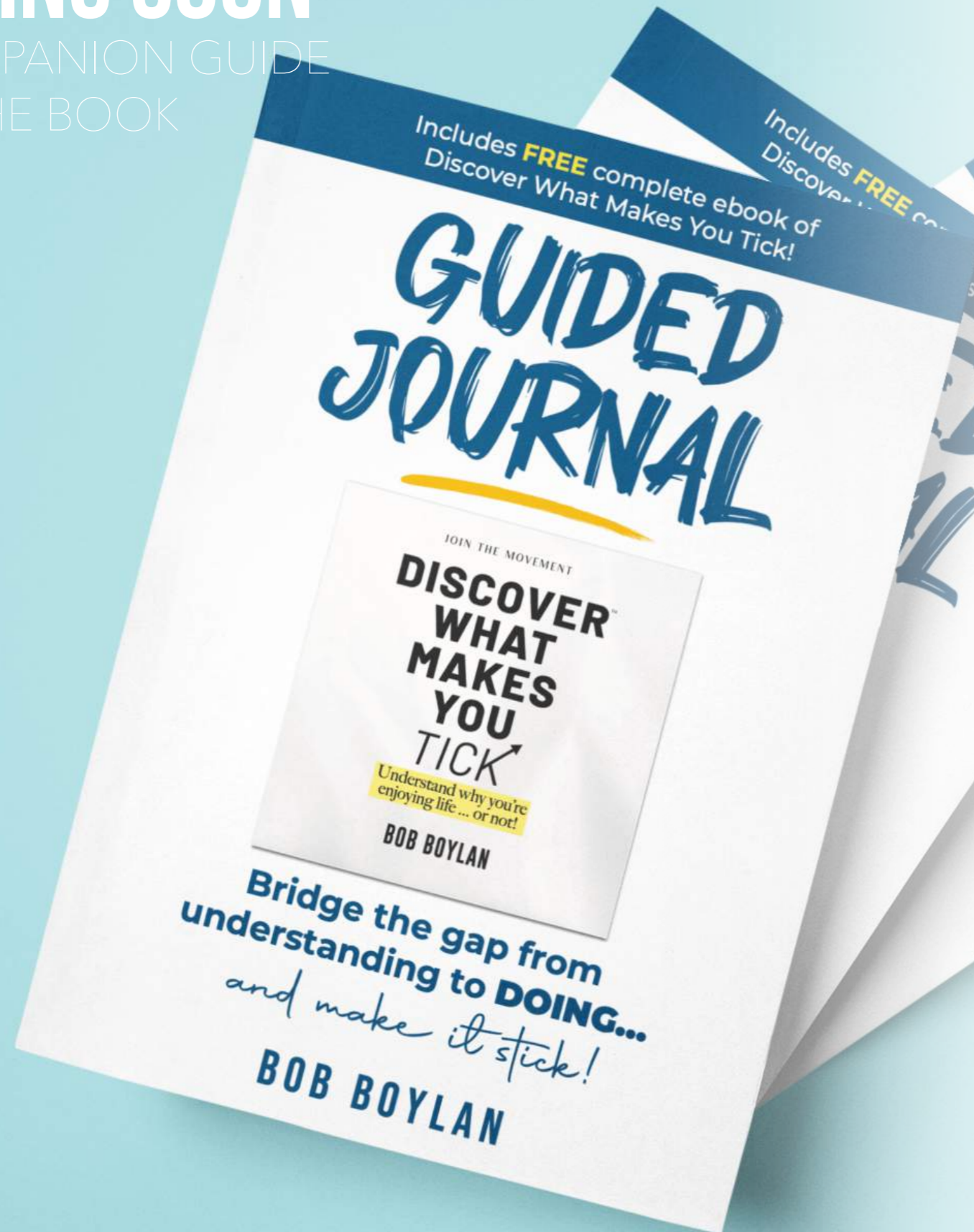
# WEBSITE

Bob's website provides visitors with free articles, videos, inspirational content, his photography store, and plenty more. Visit <https://bobboylan.com> to experience it for yourself.



# COMING SOON

A COMPANION GUIDE  
FOR THE BOOK



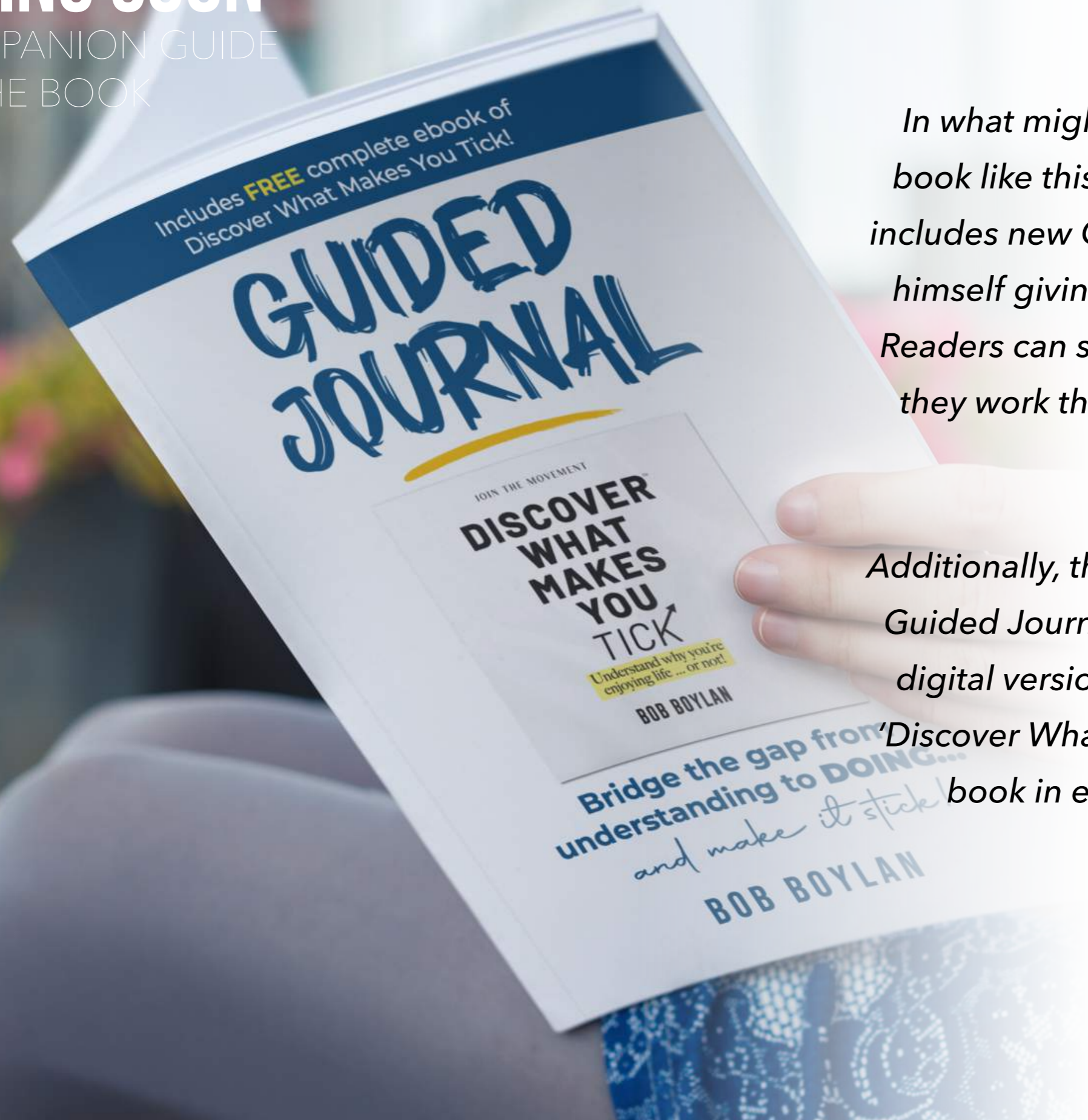
Applying the principles of the book is where all of the results happen. This Guided Journal helps to bridge the gap from *understanding*, to *doing*.

This book challenges readers to 'do their homework' so that the key ideas from the book *stick!*

*Boylan furnishes the reader with additional insights, along with creative writing prompts to aid the reader with every opportunity to discover what makes them tick, then enjoy their life more!*

# COMING SOON

A COMPANION GUIDE  
FOR THE BOOK



*In what might be a first for a book like this, the author also includes new QR code videos of himself giving further insight. Readers can scan and watch as they work through the book.*

*Additionally, the purchase of the Guided Journal, includes a full digital version of the original 'Discover What Makes You Tick' book in ebook format.*



Available for media appearances and podcast interviews etc.

In person in Denver & Colorado Springs, and on Zoom everywhere else.

**Media Contact:**

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