

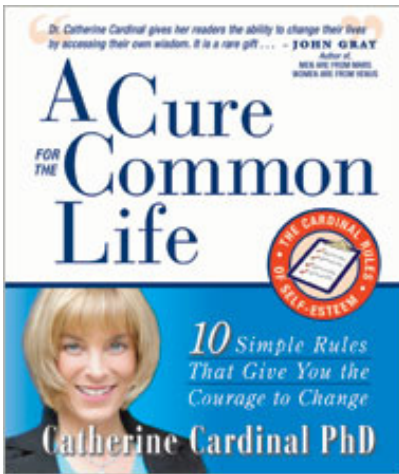


For Immediate Release:

DR. CATHERINE CARDINAL TRANSCENDS HER EARLY YEARS TO BRING OTHERS “A CURE FOR THE COMMON LIFE: THE CARDINAL RULES OF SELF-ESTEEM”

When people look at Dr. Catherine Cardinal on television, they see a beautiful, poised psychologist who is able to communicate with both insight and ease. One of the most highly sought-after life coach/psychologists in America, Dr. Cardinal offers valuable advice in her media appearances on a wide range of personal and societal subjects, from how to deal with school bullies to how to deal with the emotions of 9/11.

In many best-selling magazines, such as Cosmopolitan and Redbook, and the major national network TV news outlets, including “The O’Reilly Factor,” it is a rare combination of spirit, empathy, and no-nonsense language that is the foundation of Catherine’s charismatic persona.



But it is only when you come to realize that Dr. Cardinal grew up within a troubled family in humble economic circumstances in her native Cleveland, Ohio, that one is fully able to grasp the enormity of Catherine’s accomplishments. She has truly transcended her upbringing! And it is in her real-life, twenty-year experience of inspiring clients to transform their lives into happiness and success that Dr. Cardinal has mastered the tools that can help you to do the same!

Catherine’s ability to connect powerfully with the American public is born of the fact that she is one of us. No matter how eloquently she peels the layers of a topic on TV, it is always the eyes of the interviewer that communicate the dynamic that is taking place: “Dr. Cardinal is not only educating us, but she is reaching our heart!”

And it is both this education and heart that Dr. Cardinal beautifully and simply distills into her new book, “A Cure For The Common Life: The Cardinal Rules of Self-Esteem” (DeVorss & Company). If most “self-help” books seem to be labors to impress the reader rather than to offer usable common sense principles, Catherine’s book is the wonderful difference.

The book truly reflects who Dr. Cardinal is: A warm, engaging human being who makes her living helping others. The book is lean, charming, and honed down to only essential and memorable truths.

This holiday season, share “A Cure For The Common Life” with everyone who means something special to you. This is finally the self-help book that puts the emphasis on “Help!” Dr. Cardinal is too modest to say it, but it is her own powerful, hard-earned sense of self and the years devoted to making her own journey fulfilling and creative that allow her to be of such help to others!

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