



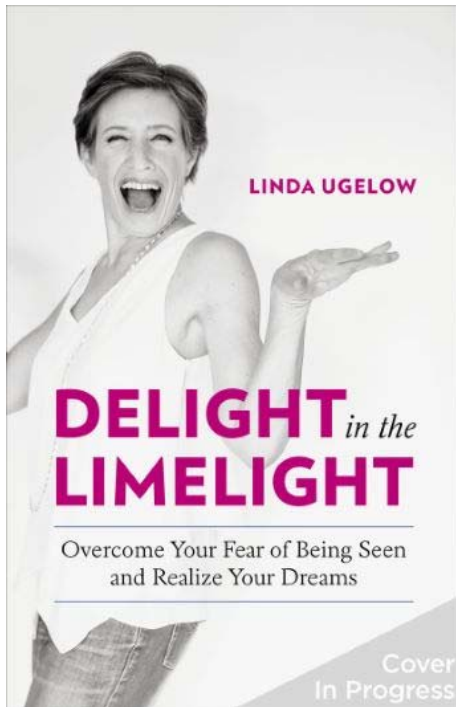
Raincoast Books

SPRING 2021

PAGE TWO

This edition of the catalogue was printed on November 24, 2020.

To view updates, please see the Spring 2021 Raincoast eCatalogue or visit www.raincoast.com



page two:

Delight in the Limelight

Overcome Your Fear of Being Seen and Realize Your Dreams
by Linda Ugelow

Linda Ugelow is a seasoned performer who is now focusing on helping other women feel comfortable on the stage. But she wasn't always comfortable being in the limelight - she used to have a real fear of public speaking. Now she wants to teach other women how to embrace public speaking, because if you hold yourself back from speaking or enjoying it, you'll not be able to make the impact you dream of.

Linda learned how to make lasting change to help her move past her anxiety and fear, so she could become a successful broadcaster and podcaster. She realized it wasn't a quick fix, but a deep, personal transformation.

Now Linda works with entrepreneurs to love their on-camera presence so they can spread their message far and wide. She works with authors and experts to stand on the stage delighted to be with their audience after a lifetime of avoiding it. And she helps professionals overcome the plaguing feeling of not being good enough no matter what successes they've had.

Ready to delight in the limelight? Let Linda Ugelow be your guide.

Author Bio

Linda Ugelow is a speaker and Transformational Speaking coach for visionary women who want to make a positive impact in the world. As a performer of 35 years and a master's degree in Expressive Therapies / movement studies, she has been helping people get comfortable in their skin for decades. She lives in Boston, MA.

Page Two

On Sale: Apr 20/21

5.5 x 8.5 • 192 pages

9781989603949 • \$19.95 • pb

Bus & Econ / Personal Success

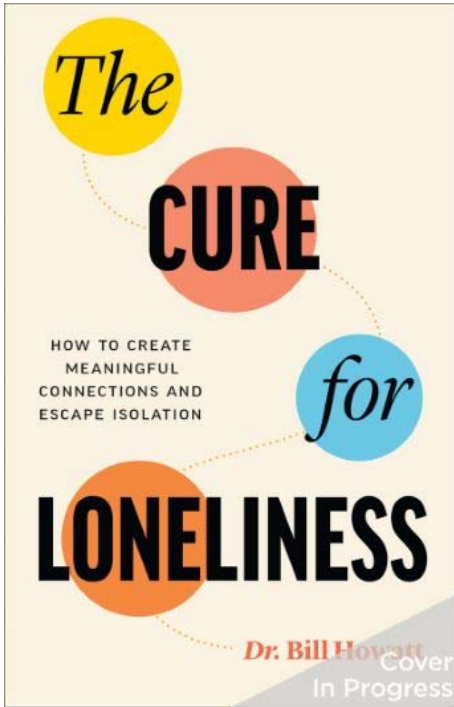
Notes

Promotion



9 781989 603949





page two :



The Cure for Loneliness

How to Feel Connected and Escape Isolation

by Dr. Bill Howatt

Loneliness is on the rise, but it is possible to build authentic social connections - even as we're physically apart.

All human beings have a genetic need to be socially connected, and we benefit from all types of social connections, from informal to formal. Social connections can fall on a wide spectrum, from a simple smile with a stranger at a grocery store to a hug from a relative or close friend. But all social connections, from slight to intimate, help us feel connected to others and are good for mental health. If you want to bake a cake, you require specific ingredients. If you want to bake happiness into your life, you need strong and healthy social connections.

Dr. Bill Howatt, a renowned mental health expert and addictions counsellor, offers a step-by-step workbook to help readers move away from isolation and loneliness, and build authentic connections. Dr. Howatt offers opportunities for reflective check-ins, insight on the benefits of cognitive behavioural therapy (CBT) techniques, and recommendations for practice, as well as a road map for discovering and building authentic connections.

He shows you how to unlock your mental trap - negative thoughts, like insomnia, anxiety, and depression, that limit your ability to close social connections gaps.

He shows that it's possible to become who you want to be. The first step is *deciding* who you want to be, and then forming the connections that can get you there.

Author Bio

Dr. Bill Howatt is the President of Howatt HR and is also currently the Chief of Research, Workforce Productivity at The Conference Board of Canada. He has over 25 years' experience in strategic HR, mental health and addictions, and leadership. William is co-creator of *The Globe and Mail* Your Life at Work Initiative that touched more than 14,000 Canadians. He has published numerous books and articles, and is a columnist with *The Globe and Mail*. He holds a Ph.D., Ed.D., Post Doctorate in Behavioral Science.

Page Two

On Sale: May 4/21

5.5 x 8.5 • 200 pages

9781774580004 • \$21.00 • pb

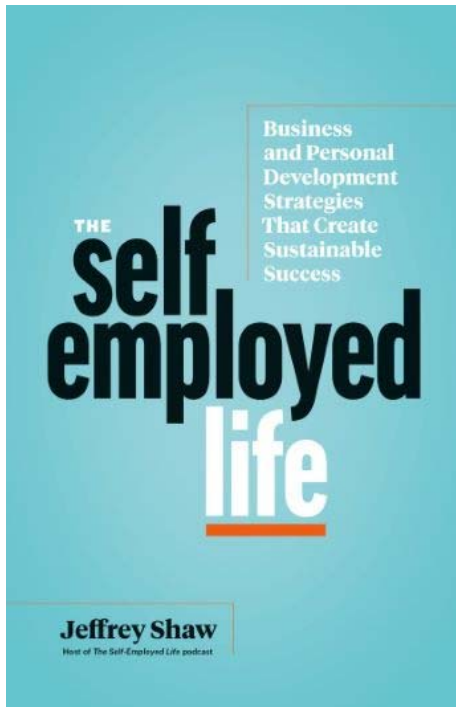
Self-Help / Emotions

Notes

Promotion

North American wide PR campaign
Experienced author and regular Globe & Mail columnist
Social media and influencer campaign
Online Advertising Campaign
Physical ARCs





page two :

The Self-Employed Life

Business and Personal Development Strategies That Create Sustainable Success

by Jeffrey Shaw

From the host of the wildly popular The Self-Employed Life Podcast comes a compelling guide for self-employed business owners, freelancers, and entrepreneurs, on creating a purpose-driven, heart-centered lifestyle..

To be self-employed means more than employing oneself. It's a choice to challenge yourself to grow personally while building a business. Caught between entrepreneurship and small business, self-employed people often feel overlooked and left out.

Professional photographer and host of the The Self-Employed Life, podcast Jeffrey Shaw believes that as we develop ourselves, we raise the bar - we're capable of even more success. What self-employed folks need is both business strategies and personal development to reach and maintain that success. In *The Self-Employed Life*, Shaw offers a three-part ecosystem for success:

- ? Personal development: mindset, exercise, nutrition, and other healthy shifts
- ? Business strategies: marketing, finance, and other key tools for growing your business
- ? Sustainability: the daily habits that help you sustain success

This holistic approach will equip you over the long haul, beyond the mechanics of setting up and running a business.

Whereas Shaw's previous book, *Lingo*, was about creating the secret language to attract ideal customers, this book is all about creating the environment, the Self-Employed Ecosystem, to attract the success you want. He shows you how to get clear on what you want to get away from what you don't want, set clear intentions in a specific From-To format (...)

Author Bio

Jeffrey Shaw is host of the popular business podcast The Self-Employed Life, a featured storyteller on The Moth, and a nationally acclaimed keynote speaker. He speaks at creative and business conferences on the topics of marketing, branding, customer relations, and sales. For more than three decades, Jeffrey has been one of the most sought-after portrait photographers in the U.S., photographing the families of such notables as Tom Seaver, Pat Riley, David Bloom, Stephanie Seymour, and C-Suite executives from Twitter,



Page Two

On Sale: May 4/21

5.5 x 8.5 • 220 pages

9781774580042 • \$21.00 • pb

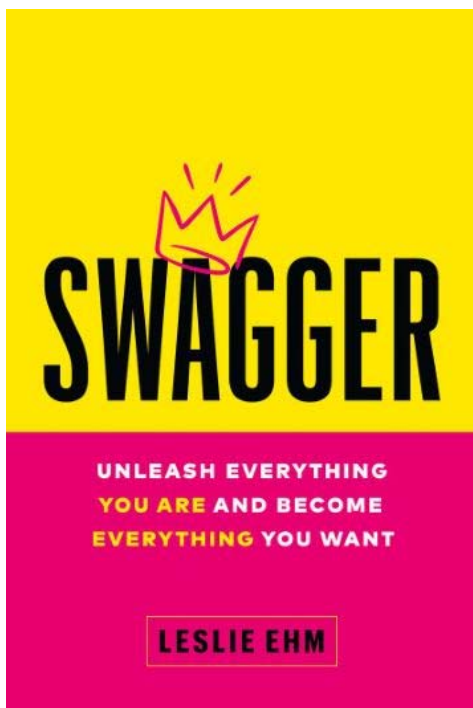
Bus & Econ / Personal Success

Notes

Promotion

- North American podcast campaign; for his last book he spoke on 100 podcasts in the first year; he has hired Podcast Valet this time to help exceed that, including targeting 30 during the pre-order phase
- 100 five-star reviews of the last book; looking to exceed that within first 90-days
- Popular international podcast with 1.35 million downloads (27,000/month)
- 100,000+ social media followers
- Launch event will be a two-day Self Employment summit, featuring prominent speakers/authors, who will each be promoting their participation
- Online advertising campaign
- Author lives in Miami, Florida





page two:



Swagger

Unleash Everything You Are and Become Everything You Want
by Leslie Ehm

Stop faking confidence and start finding it for real.

Why are some people magnetic, captivating, confident in their abilities, in charge of their own destinies, and utterly at ease in their own skin? What do they have that the rest of us don't? In a word: Swagger. And you can have it too.

In *Swagger*, training guru Leslie Ehm draws upon two decades of teaching and coaching professionals at all levels to bring you the secrets of how to find, nurture, and unleash this most powerful form of charisma: your authentic self.

With refreshing candor and irreverence, Leslie shows you how to stop "faking it 'til you make it" and start "feeling it 'til you find it." She guides you through the steps of locating and liberating your unique swagger: facing down "blockers," and challenging your own preconceptions of what you "should" or "shouldn't" do, say, and be. Along the way, you'll read stories of how others have achieved greater happiness and success by bringing their true (and flawed) selves to work.

The result is an engaging, practical, and highly readable manifesto in praise of you - the real and authentic you - and a literal handbook for discovering and owning the courage and clarity to become the (...)

Author Bio

Leslie Ehm will reach into your soul, pull out your most powerful authentic self and help you to realize your full potential.

For over two decades, Leslie has travelled the globe as an award-winning corporate trainer - breaking people out of their creative ruts, turning bankers into storytellers, bringing authentic confidence to boardrooms, and energizing every one of her clients with her irreverent style and wild passion for their goals.

Leslie's unrelenting commitment to bringing out the authentic "best" in everyone she encounters has made her a trusted partner to companies like Google, TD Bank, Uber, Pepsico, Lenovo, HBO, Pernod Ricard, Wilson, and renowned ad agencies such as Leo Burnett, FCB, BBDO, Droga5, and Fallon among many others.

Page Two

On Sale: May 10/21

5.5 x 8.5 • 200 pages

9781989603970 • \$29.95 • cl

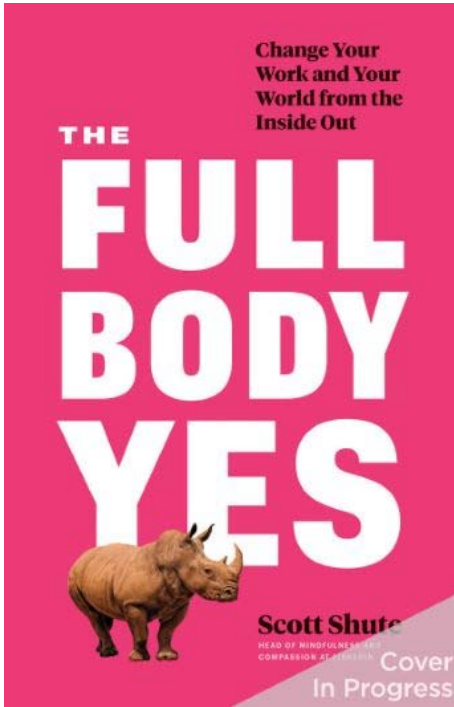
Bus & Econ / Personal Success

Notes

Promotion

- Celebrity endorsements expected (authors, business & entertainment)
- Influencer Outreach
- Physical ARCs
- Has the Speak & Spill list of 100s of podcasts to contact
- Launching Swagger podcast in spring 2021
- Online advertising campaign
- Downloadable PDF workbook pre-order incentive





page two:

LEAD

The Full Body Yes

Change Your Work and Your World from the Inside Out
by Scott Shute

Stop treating your work and your life as separate.

Work shouldn't be a burden that takes place outside of your "real life." It should, and can, be a source of happiness and authentic meaning - if you work from the inside out. In *The Full Body Yes*, LinkedIn's Head of Mindfulness and Compassion Programs Scott Shute shows how the evolution within companies lies in the evolution of ourselves. After all, a company is the sum of its people: we decide where, how, and why we work.

Through a four-step action plan, Shute demonstrates how the journey to a working life of happiness and authentic meaning is fueled by compassion. Through guided activities to cultivate compassion for yourself and others, you'll move toward a work lifestyle that allows you to:

- ? discover what is important to you, so that you can spend more time doing just that
- ? recognize and empower the deeper part of yourself
- ? measure your success by your own happiness
- ? allow yourself to develop and evolve at work
- ? love and serve all of life (including yourself)

Everyone deserves to do work that makes them happy, and to find happiness at work. With compassion, we can all get there.

Author Bio

Scott Shute has journeyed from America's heartland to the hiking trails of Nepal, to the boardrooms of major tech companies across the U.S., Japan, and the U.K. Wherever he's travelled, he has discovered more about what tears people apart, and what brings them together to create the extraordinary. As Vice President of Global Customer Operations at LinkedIn, the world's largest online business network, he led a global team of 1,000 customer-service employees supporting 700 million network members around the world. Today, as Chief Mindfulness and Compassion Officer at LinkedIn, he is implementing his vision of changing work from the inside out, by building



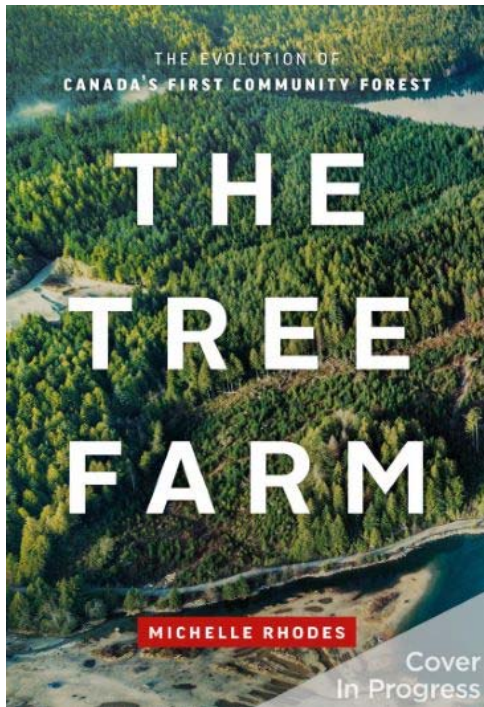
Page Two
On Sale: May 11/21
5.5 x 8.5 • 220 pages
9781774580011 • \$29.95 • cl
Bus & Econ / Leadership

Notes

Promotion

- Physical ARCs
- Influencer outreach
- Expecting full support from LinkedIn/LinkedIn ad campaign
- additional online advertising
- High-level business endorsements (LinkedIn, Intel, Google)





page two:



The Tree Farm

The Evolution of Canada's First Community Forest
by Michelle Rhodes

The Mission Municipal Forest, in the Fraser Valley of southern British Columbia, is the first and oldest continually operating community forest in Canada. Its resilience and success helped paved the way for the community forestry model in BC. Operating under BC Tree Farm Licence #26, these 10,000 hectares of cedar, hemlock, and fir forest straddle the lower reaches of Stave Lake, a scenic area of historical and economic significance to First Nations, the province, industry, and the wider Mission community.

This book captures the history of the municipal forest, known as the Tree Farm, and demonstrates why locally managed forests can innovate and generate a diversity of benefits for surrounding communities. *The Tree Farm* describes the trials and opportunities in the Mission Municipal Forest, including fire management, fluctuating log prices, surging numbers of visitors, and the need to take steps towards reconciliation.

Fully illustrated with contemporary and archival photos and maps, *The Tree Farm* is a perfect way to commemorate this innovative forestry model and chart a path forward.

Author Bio

A geographer by training, Michelle Rhodes is interested in how small communities change over time in response to significant economic and environmental challenges. She is an Associate Professor of Geography at the University of the Fraser Valley. Her previous research has explored the economic viability of community forestry and the rise of mass-produced housing in small towns.

Michelle lives with her partner, James, and two marginally trained dogs in Mission, BC.

Page Two

On Sale: Jul 27/21

6.5 x 9.5 • 208 pages

100+

9781989025680 • \$29.95 • pb

Nature / Ecosystems & Habitats / Forests & Rainforests

Notes

Promotion

Local media campaign targeting outlets in the Fraser Valley
Email marketing to other forestry schools

