

# Weapons of Stress Reduction for Anxious Times



A recent national poll from CNN suggests that an overwhelming 75% of Americans are angry, scared, and stressed out. In light of the current economic realities, it should be no surprise that many women are desperate for relief. But for most, time and finances are beyond tight—and a relaxing day at the spa

is out of the question. So what's a girl to do? Sue Augustine shares "sanity secrets" guaranteed to help even the most frazzled woman create an oasis of peace in the midst of the chaos—so she can deal with her stress directly instead of merely covering up the symptoms.

Although by its very nature stress makes people feel overwhelmed and out of control, Augustine says people actually can improve their reactions to everyday stressors. Drawing from her experience as a life coach, she provides powerful tools based on biblical principles that women can use to achieve balance in body, mind, and spirit.

## STRESS & WOMEN

### Stress affects women differently than men.

A recent Roper Starch Worldwide survey of 30,000 women between the ages of 13 and 65 in 30 countries showed:

- \* **Women who work full-time and have children under the age of 13 report the greatest stress worldwide.**
- \* **Nearly one in four mothers who work full-time and have children under 13 feel stress almost every day.**
- \* **Globally, 23% of women executives and professionals, and 19% of their male peers, say they feel "super-stressed."**

Augustine goes beyond typical stress management and relaxation suggestions to help people focus on what is causing stress in their life, analyze it, and break it down into what they can and can't control. Once they've identified the aspects they *can* control, she helps them develop coping mechanisms. For the stresses in life they *can't* control, Augustine offers 25 sanity secrets and a process for problem-solving to find solutions for even the most stressful situations.

*"Most of us are not stressed because we face life-threatening circumstances. Our insanity comes from losing touch with reality and the things that are of true value. We aren't sure anymore what is really important."*



# Stats on Stress

**One-third** of Americans feel they are living with **extreme stress**.

American Psychological Association (APA) study, 2007

About **half** of Americans (**48%**) **feel that their stress has increased** over the past five years.

APA study, 2007

**Money and work** are the leading causes of stress (mentioned by three quarters of Americans).

APA study, 2007

Workplace stress costs more than **\$300 billion** each year in health care, missed work, and stress-reduction.

American Institute of Stress, NY

Workers in the United States put in **more than 1,800 hours** on the job a year—350 hours more than the Germans and slightly more than the Japanese.

International Labor Office

More than **19 million** adults have an anxiety disorder.

National Institute of mental health

**Two-thirds** of Americans say they are likely to seek help for stress.

APA Survey, 2004

**54%** of Americans are concerned about the level of stress in their everyday lives.

APA survey, 2004

**One in four workers** has taken a mental health day off from work to cope with stress.

APA survey, 2004

**73% of Americans** name money as the number one factor that affects their stress level.

APA survey, 2004





# Bio Sketch

## SUE AUGUSTINE

Author of  
*Sanity Secrets for  
Stressed-Out Women*

Sue Augustine is a motivational speaker and author who inspires and challenges men and women to make positive choices that can powerfully transform their lives. For nearly 20 years, she has addressed clients such as Proctor & Gamble, IBM, Dupont, Norwegian Cruise Lines, General Motors, and Marriott Hotels as a keynote speaker, corporate trainer, and seminar leader. With wisdom and humor she speaks at retreats, women's events, and professional organizations.

Augustine's own story provides insight into the message she shares. Suffering from low self-esteem, she found herself trapped in an unhealthy marriage at the young age of 17. It took 11 years of police sirens, doctor visits, and hospital reports before she realized—as she sat with a broken nose and jaw, ruptured kidney, black eyes, and bruises at a family court hearing with other battered women—“I don't belong here.” Soon after, she attended a seminar where she learned how she could change her life by changing her choices. Not long after that, she was diagnosed with a rare blood disorder. When doctors said there was nothing they could do, Augustine evaluated her spiritual and emotional well-being and discovered the mind, body, and spirit connection. As she brought balance to her life, her health returned.

For many women, life has become a pressure cooker of excessive demands, unrealistic expectations, and impossible standards. Most feel overworked, overextended, and overwhelmed. Being frustrated, frazzled and fatigued most of the time is the new normal. Augustine's latest book release, *Sanity Secrets for Stressed-Out Women*, will help women take a step back, evaluate the insanity for what it really is, and take lessons from the way life used to be. Augustine shares wisdom from the Bible to lead readers to become the level-headed, calmer, more balanced women God created them to be.

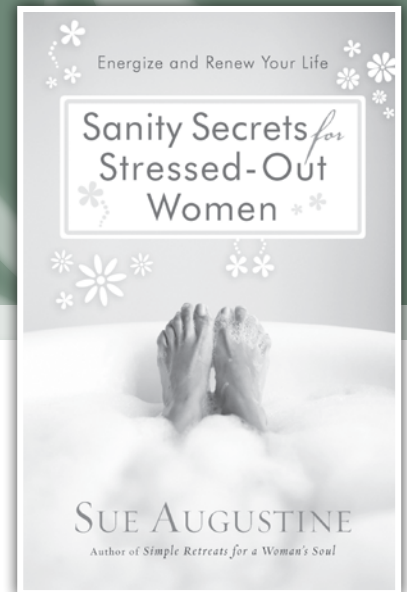
Augustine's other books include *Turn Your Dreams Into Realities*; *With Wings, There Are No Barriers*; and *Simple Retreats for a Woman's Soul*. Her personal story is published in a special 10th anniversary edition of *Chicken Soup for the Soul*, as well as in *Chicken Soup for the Woman's Soul*. Her life-changing book *When Your Past is Hurting Your Present* is now being used in women's prisons as a study guide. As a result, Augustine has seen doors open—literally—for her to take her inspirational message to women in prisons.

An articulate media guest, Augustine has been interviewed on many radio and television programs produced by Christian Television Network, Crossroads Christian Communications, LeSEA Broadcasting, Moody Broadcasting, Total Living Network, and many other networks.

Augustine and her husband live in Ontario, Canada where she is the mother of two grown daughters and grandmother of four. To find out more, visit [www.SueAugustine.com](http://www.SueAugustine.com).

# Interview Questions

- \* What is it about women's lives today that is causing so much added stress, pressure, and tension?
- \* What are some of the signals you list in your "Stress Symptoms Checklist"?
- \* You provide 25 sanity secrets. What are some of your favorites that work for you?
- \* You say there is one sanity secret that is the foundation and cornerstone of all stress survival. What is it, and why it is so powerful?
- \* What advice do you have for someone who has tried all the traditional methods of stress management?
- \* Is your book applicable for men too?
- \* What exactly is the Stress Cycle you describe, and how do we stop it before it destroys us?
- \* You say 80 percent of stress doesn't come from an event or circumstance, but from our perception of the situation. Why is this significant?
- \* In the book you talk about *coping mechanisms* and list 10 "Instant Relaxers." Can you give us some relaxation ideas?
- \* You present a brainstorming tool called mind-mapping, used to identify the stressors in our lives. Shouldn't it be obvious, or do we really need a tool to help us find out what is stressing us?
- \* Sometimes we're in a situation where we need to be re-charged on the spot. You list several quick five-minute energizers. Tell us about a few.
- \* You use lots of humor and funny examples throughout the book. How can humor and laughter help us deal with stress?



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