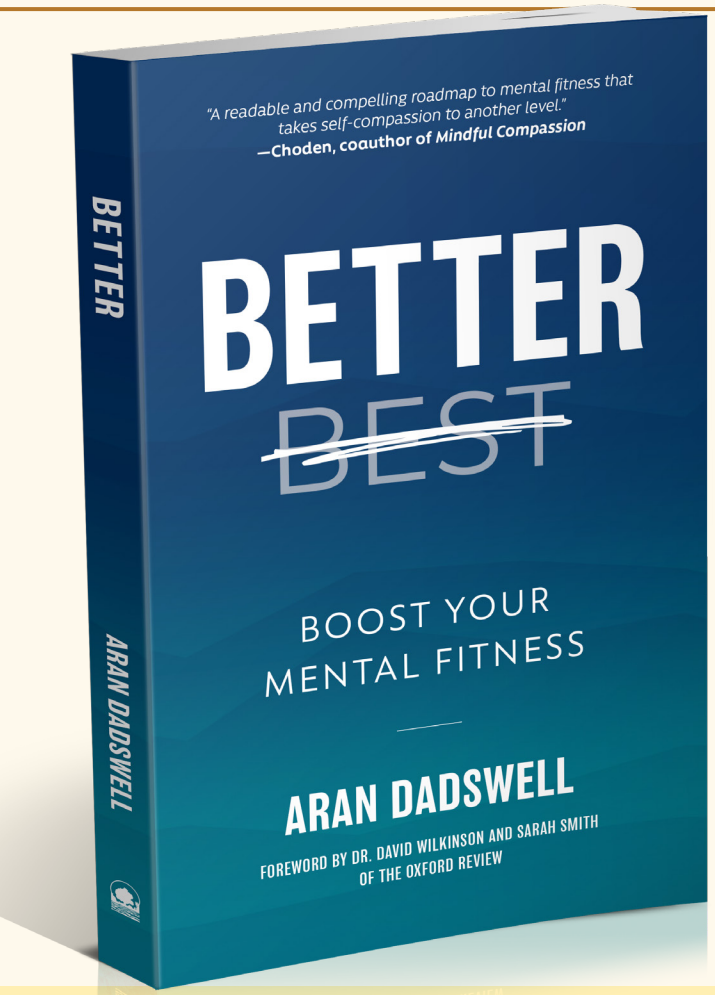
BOOST YOUR MENTAL FITNESS



What would it feel like to wake up with more energy, clarity and confidence?

Burnout doesn't happen overnight. It builds quietly through stress, pressure and the habit of putting everything else first.

In *Better*, Aran Dadswell introduces the concept of mental fitness: the daily practices that strengthen your ability to cope, adapt and thrive. Blending science, lived experience, and practical tools, she offers accessible exercises and reflections to help you build resilience, cultivate meaning, and protect your wellbeing by reducing guilt and overwhelm.

Written for people who want more than quick fixes, this guide offers realistic strategies to understand what makes you tick, care for yourself without guilt, and build the habits that help you feel steadier and more capable every day. Mental fitness is not about perfection. It is about feeling better, thinking clearer, and having the energy to show up fully for your life.

Discover how strengthening your mental fitness can help you not just survive, but find contentment and fulfillment.

Foreword by David Wilkinson and Sarah Smith of The Oxford Review.

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SEL031000 SELF-HELP / Personal Growth / General
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About the Author

Aran Dadswell is a mental fitness coach, speaker and founder who is endlessly curious about what it means to be human—and how we might do it better. A Master Certified Coach, she created World Mental Fitness Day and wrote this book as an invitation to explore your own journey.

WHAT PEOPLE ARE SAYING...

An important new exploration of mental fitness and how we can build a healthier mind, *Better* is for anyone interested in cultivating resilience, increasing wellbeing, and reducing burnout.

—**Dean Mobbs,** professor of cognitive neuroscience and principal investigator of the Caltech Affect Lab

Better is a valuable distillation of behavioral science into simple, actionable rituals that protect our mental health and fuel our potential.

—**Kai Foong Tan**, organizational psychologist, executive coach and educator

Better is a thoughtful and accessible contribution to the field of mental fitness, inviting readers into deeper reflection, self-awareness and meaningful growth. Blending insight with practical application, it offers a culturally sensitive and human-centered approach that supports people to strengthen their inner world and create lasting change.

—**Clare Beckett-McInroy,** EdD, MCC, founder of BECKETT MCINROY and CoachME

Better is profoundly normalizing and helped me understand I'm not failing or falling behind—I am human. Fostering shifts with real-world consequences, this book offers a particularly valuable resource for people who feel capable yet disconnected.

—**Hazel E. Wallace,** social impact entrepreneur

Better is a readable and compelling roadmap to mental fitness that takes the practice of self-compassion to another level.

—**Choden**, coauthor of *Mindful Compassion*

Practical, punchy and deeply human, *Better* is the essential manual for anyone looking to master their mental fitness.

—**Vinod Kumar,** vice chairman of Everstone Group and CEO of Evercloud

What could be more important than to liberate ourselves from anxiety and guilt, and restore our personal power? In *Better*, Aran Dadswell unpacks practical, evidence-based practices, storytelling and reflective exercises to help build mental fitness for navigating our way through life's daily challenges. Dadswell brings an abundance of inspiring and simple strategies to cultivate clarity, strengthen resilience, enrich energy, and empower living with passion and purpose.

—**Linda Burks**, psychologist and author of *Navigating Transitions*

Better is a rare guide that elevates our collective consciousness, reminding us that true performance begins with caring for our internal ecology. Aran Dadswell has written an essential book for every leader who understands that the most important infrastructure in any business is the mental fitness of its people.

—**Shifra Cook**, CEO of Ayda

MARKETING PLAN

- ◊ Select advertising
- ◊ Social media promotions
- ◊ Global podcast campaigns
- ◊ Speaking engagements
- ◊ Program offerings
- ◊ Promotional partnerships
- ◊ Virtual author appearances
- ◊ Outreach campaigns to book clubs
- ◊ Outreach campaigns to industry contacts and organizations