

# Tap Into Your FIVE ESSENTIALS –

## Live a Life that Reflects the True You.

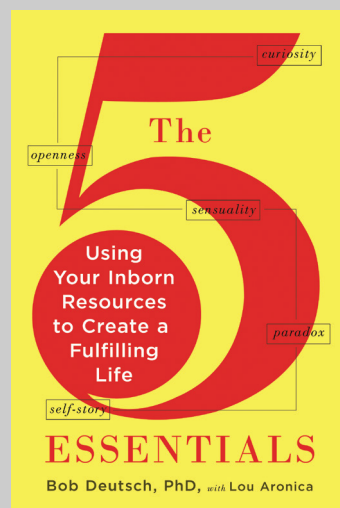
Live Your Life So That You express *Who* you are in *What* you do!

Do you feel your life is too *small*?

Do you just LIVE for the *weekends*?

Do you feel like you're wearing a *mask*?

Moments that give us clues to who we truly are come for all of us – sometimes planned and other times as a complete surprise. If you are ready to discover your real “self-story” and live a life that is in-the-moment and true to



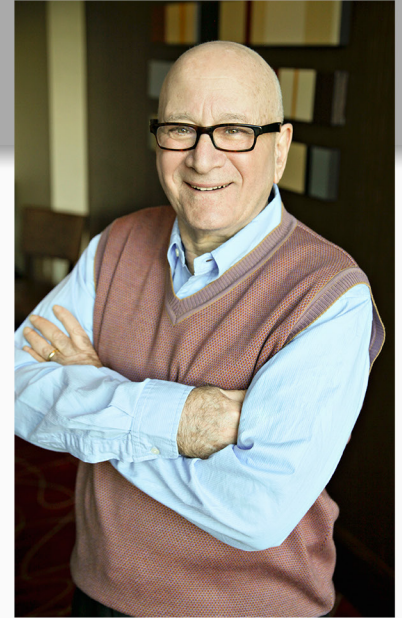
you - then the Five Essentials are the key to pin-pointing and recognizing those revelatory moments that transition you from who you are to what you are. You already have The 5 Essentials necessary

to start the journey to a fulfilled life. Curiosity, Sensuality, Openness and addressing Paradox, all will help you author a narrative idea of YOU – one that you not only possess, but can experience. Once you commence creating this “self-story,” the world will open up to you and you will discover surprises that you thought unimaginable.

### Topics for Media Appearances, Keynotes, Seminars and Workshops:

- **Remove Your Mask and Find Your Heart: The 5 Essentials to Discovering Your Self**
- **Is Your Life Too Small? The 5 Essentials to Increasing Your Boundaries and Feeling Your Freedom**
- **With an Empty Nest, Now's Your Time To Soar**
- **Don't Live in Auto-Pilot, Fly by Feeling and Fly with Freedom**

**Bob Deutsch, Ph.D.,**  
A unique voice on daily transformation and innovation: your personal path to feeling alive!



**ajc** The Atlanta Journal-Constitution



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*In Bob's words:* “The goal of every human being is to find and be acknowledged for what one truly is.”

For many people this search for authenticity is a difficult challenge – time, resources, and habit -- get in the way. But this does not have to be. The one thing most people don't know about themselves is that they ALREADY possess the 5 Essentials necessary to live a fulfilling life.”

### Endorsements:

- The 5 Essentials begins with a simple premise: don't look at high achievers as outliers, but as kindred spirits. Understand the strategies that worked for them and put them to work for you. You may not end up a Silicon Valley hotshot, but with effort, you can discover your unique self-story and begin to carve out a more meaning-filled life.”  
– Sherry Turkle, Professor of the Social Studies of Science & Technology, MIT
- “ In The 5 Essentials, Dr. Bob bottles up his native brilliance and eclectic intellect in a compact volume that is rich with inspiring and actionable insights for all readers. Drawing on his life story, and the stories of others, Dr. Bob presents a compelling framework that will dramatically enhance your experience of what it means to be human.”  
– Jeffrey F. Rayport, Consultant to Global Entrepreneurs and Venture Capitalists, Author, and former Harvard Business School professor

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