

MEDIA RELEASE
The Me Myth
Andrew Griffiths

What do you mean it's not all about me?

Me, me, me – it's the battle cry of the modern world. We're obsessed with what we have, what we don't have, being happy, being unhappy. Most of us are desperately seeking a sense of peace, happiness and satisfaction in the midst of a crazy world. We're looking inwards for answers but are we finding them?

"Not really," says bestselling author Andrew Griffiths. "Every day we are bombarded with messages reinforcing this idea that the world revolves around 'me'. Messages telling us what to eat, what to wear, the friends we should have, where we should live, how we should live, who we should be!"

According to Andrew, this leads to a sense of over-analysis paralysis, a condition where we get overwhelmed with information, options and demands that make us self-obsessed.

"We become confused, we lose direction and we struggle to achieve clarity in our lives. The worst part is that this over-analysis paralysis causes us to lose control of our lives."

No one knows this better than Andrew. Growing up in a violent and neglectful home he never knew his parents, and didn't even know when or where he was born. He was forced to sleep outside like a dog and was roaming the streets at night at the age of 8. As a teenager he fell into a world of crime and drugs which could have easily seen his life spiral out of control. And it almost did. Refusing to be a victim, Andrew pulled himself out of his terrible past and refused to let it define him, forging ahead to create a number of successful businesses and become a bestselling author.

"There comes a time for each and every one of us when we need to step up and take responsibility for our lives," says Andrew, now based in Cairns, Far North Queensland.

"A powerful place to start is by accepting that the world doesn't revolve around you. The less time you spend thinking about yourself the more time you spend getting on with living and the greater your life will become."

In Andrew's unique and down-to-earth style his latest book, *The Me Myth*, offers 36 ways in which you can break out of the Me Myth and get on with living, including:

- Put yourself in situations that challenge you, even if they make you feel uncomfortable. They're usually the ones that teach you the most about yourself!
- Stop judging others (and yourself). It doesn't do anyone any good and doesn't get you closer to where you want to be.
- If you truly want to grow give your greatest asset. It might be easy to give money to charity but if time is your most precious asset, give that. You'll appreciate it more because it required you to give more.
- Make a decision and move on. Don't over-think the various outcomes or waste time analysing your decision after you've made it. You know what you need to do so do it, and move on.
- Have fun! Finding moments of fun is the easiest way to make your life happier and you'll also have a profound effect on others.
- Celebrate and celebrate long. Even when you're busy, or tired, or don't even think it's anything big, learn to celebrate the smallest things, including the opening of an envelope.

ANDREW GRIFFITHS IS AVAILABLE FOR INTERVIEW



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ABOUT THE AUTHOR

Andrew Griffiths is an entrepreneur with a real passion for small business. From humble beginnings as an orphan growing up in Western Australia, Andrew has owned and operated a number of very successful small businesses, starting his first enterprise at age 7, a newspaper round in the seedy red-light area of Perth.

Since then he has sold encyclopaedias door to door, travelled the world as an international sales manager for a large Japanese shipping company, worked in the Great Sandy Desert for a gold exploration company, had his own SCUBA school and retail shop, and worked as a commercial diver throughout Australia and Papua New Guinea.

Andrew has written 9 hugely successful books, with many more on the way. His "101 Ways" business building series offers small business owners practical, smart and realistic advice. The series is now sold in over 50 countries around the world, in places as far as Estonia, Nigeria, China and even Iceland.

Known for his ability to entertain, to inspire and to energise, Andrew is also a highly sought after keynote speaker.



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