



PRESS KIT

Manual For Living: CONNECTION, A User's Guide to the Meaning of Life

CONNECTION is **BOOK TWO** in the *Manual For Living* series.

Publication Date: September 21, 2011

ISBN-13: 978-1-937215-00-2

SUCCESS BY THE NUMBERS:

1. **Manual For Living Awards** - 1st place New Mexico Book Awards (New Age), Finalist USA Book Awards, CEPA Book Awards.
2. **Over 42,000 = Sales/Kindle/Itunes Downloads** of Book One - *Manual For Living: REALITY*
 - a. ZERO = Returns from stores in the first 12 months
3. **Over 100** = Radio Show Interviews
4. **Over 125** = Independent Bookstores stocking Manual For Living plus Barnes & Noble and Costco
5. **SethChernoff.com** = Over 50,000 Unique Visitors, 70,000 Page Views
6. **Database** = 4,000 Twitter Fans, 3,000 Linked-in Connections, 2,000 Facebook Fans (Personal+Fan Page), Email list of 5,000.
7. **Lectures and Major Book Signings** = BEA - Book Expo America (2011), International New Age Trade Show (2011), WholeMan Expo (2011), and others.

Marketing – Nationwide Media Blitz including Print, Radio and Television. Nationwide Author Appearances, Social Media, Online Marketing, Radio Shows, Book Signings, Costco, Events, etc.

Warwick Associates - retained to coordinate book launch events, national radio, TV and satellite media tours, print media placement, and nationwide author appearances.

For Immediate Release
Media Contact: Spirit Scope Publishing
Books@SpiritScope.com
303-350-3990
www.SpiritScope.com

Connecting The Dots: Cancer Survivor Lights The Way to Happiness and Fulfillment

Boulder, CO - 20th century Romanian playwright, Eugene Ionesco once famously said, “It is not the answer that enlightens, but the question.”

It is in this similar spirit and wisdom from which *CONNECTION*—the second book in the award-winning *Manual for Living* series — is founded. Two-time cancer survivor and author Seth David Chernoff presents *Manual for Living: CONNECTION, A User's Guide to the Meaning of Life*. It is a thought-provoking, soulful inquiry, asking us to look within and pay close attention. It offers questions that delve into why we think what we think and do what we do in relationship to our own life and humanity at large, forming the premise that life’s potency emerges in the here and now.

Chernoff illuminates a pathway for full awareness in each moment as an act of love, compassion, joy and peace. He highlights this model as a means to achieving inner and outer peace. Authentic connection requires open-heartedness and a willingness to be honest; for the moment we get out of our heads and into our hearts, grace moves in. Chernoff writes, “*We forget that life is so quickly over and that living in the moment does not allow time for regret.*”

Another tenet in *CONNECTION* is that human bonding is as necessary as food and water. We each have an innate desire to be loved, recognized and understood, as well as to reach out and share with others. Despite living in a high tech world that discourages “real” human engagement, Chernoff asserts that technology will never replace human connection. Thusly, he focuses on the value and meaning in people all around us, even those we might be inclined to overlook or dismiss.

CONNECTION speaks to our authentic connection with one another, as well as to self and to Spirit. Surpassing superficiality, authentic connection calls for radical self-responsibility, honesty, and awareness **now**. *CONNECTION* implores us to tune in to our

inner guidance system and pay attention to what we're feeling, because these feelings have much to teach us. In the present moment, when there is no dwelling on yesterday or fretting about tomorrow, transformation happens. In this way the author teaches that paradigms can and do shift.

All told, *CONNECTION* reads like a gentle friend who continually nudges us to embrace the present moment. We're reminded that our experiences, and consequently our levels of satisfaction, are the by-product of choice. Chernoff assures us that happiness and prosperity in all its forms are our birthright, and that the power of choice and brilliance of life are discovered in the here and now. Chernoff writes, "*Connection is not a task that can be completed; it is a way of being, a philosophy of living.*"

About the Author:

Seth David Chernoff is a two-time cancer survivor, an award-winning author, a gifted public speaker, highly successful marketing professional and founder of multiple companies. His new book is *Manual For Living: CONNECTION, A User's Guide to the Meaning of Life*. His work has been featured in *The Wall Street Journal*, *Chicago Tribune*, *San Francisco Chronicle*, *Popular Mechanics*, *Business Week*, *USA Today*, and nationally and internationally on TV and Radio. For more information please visit <http://www.SethChernoff.com>.

#####

Title: *Manual for Living: CONNECTION, A User's Guide to the Meaning of Life*

Pub Date: September 21, 2011

Author: Seth David Chernoff

Publisher: Spirit Scope Publishing

ISBN-10: 1-937215-00-8

ISBN-13: 978-1-937215-00-2

Distributors: INGRAM, BAKER & TAYLOR, MIDPOINT BOOKS, INTEGRAL YOGA DISTRIBUTION, GAZELLE (UK, Africa, Asia)

Information: www.SpiritScope.com

List Price: \$16.95

Format: Paperback, 298 pages, 6" x 9"

Category: Spirituality, Mind, Body & Spirit, Self-Help

Rights: World

Seth David Chernoff

Author Bio



Seth David Chernoff is a two-time cancer survivor, an award-winning author, a gifted public speaker, highly successful marketing professional and founder of multiple companies. He is the author of *Manual For Living: REALITY*, and his new book is *Manual For Living: CONNECTION, A User's Guide to the Meaning of Life*. His work has been featured in *The Wall Street Journal*, *Chicago Tribune*, *San Francisco Chronicle*, *Popular Mechanics*, *Business Week*, *USA Today*, and nationally and internationally on TV and Radio. For more information please visit <http://www.SethChernoff.com>.

RADIO INTERVIEWS:

Some of the radio shows Seth David Chernoff was featured on to promote *Manual For Living*:

- * DR. BUNNY SHOW, KKZZ 1400 RADIO
- * Dayna Winters, ISIS Paranormal Investigations
- * Monique Chapman, Raise Your Intuition IQ and Walking with Spirit
- * MIGHTY MESS – Live Radio Interview
- * Manual For Living Interview Featured on The Author Show
- * CHUCK KRAMER MORNING SHOW – Live Radio Interview
- * Health, Wealth and Happiness Radio with Gary Pozsik
- * Radio interview with Cynthia Drasler, Healthy Living is Easy Radio
- * AM OCALA WOCA RADIO/Ocala, Daytona Beach, Florida
- * PRIME TIME LIVE – Live Radio Interview
- * Interview on CBS Radio – John Carney Show to discuss Bishop Eddie Long
- * STRATEGIES FOR LIVING KEEL AM 710/Shreveport, Louisiana
- * THE VALDER BEEBE SHOW KKVI FM/Dallas/Ft. Worth Texas – Taping Only
- * MAURY’S MARKET WERE Radio/Cleveland, Ohio
- * THE HOUSE OF BOUGE WITH KIM AND JIM KQLX RADIO/Fargo, North Dakota
- * Transformations with Tara Sutphen (LIVE)
- * LIVE Radio Interview with Jennifer Wallerstein
- * Wellness TakRadio with Host Kris Costello – Santa Barbara County, CA
- * Interview on KGNU Radio with Mat Smith
- * THE MORNING SHOW LIVE WELL SEGMENT WINA 1070am / Charlottesville & Richmond VA
- * Radio Interview with Nancy T. Ferrari, Health & Wellness Advocate
- * LIFE LINE with host Anne Holliday WESB AM 1490/Buffalo, NY & parts of Pennsylvania
- * LIVE Author Lecture Event and Book Signing – Boulder Bookstore, Colorado
- * HALTH NOTES KFAI RADIO/Minn/St. Paul MN
- * Interview on the Michael Ray Dresser Radio Show
- * Interview on The Christopher Gabriel Program, Fargo, ND
- * Law of Distraction and Interruption Internet Radio Show
- * Radio Interview on Live Your Best Life Radio with Tamara Grant
- * THE LOW DOWN WDVR RADIO/New York City, NJ & Philadelphia
- * ALVIN AUGUSTUS JONES SHOW WCBQ AM 1340/Raleigh/Durham, NC
- * THE MARK WAYNE SHOW WICH AM/Hartford, CT, New London, CT
- * Heart of a Woman Radio Show, Heart of a Man Segment Interview
- * TRON IN THE MORNING KCMM AM1530 – Colorado Springs, CO
- * THE NEAL STEELE SHOW WXGM RADIO, FM99.1 /Norfolk, Virginia
- * THE BOB CUDMORE SHOW WVIL RADIO
- * YOUR SECOND 50 YEARS with host Heidi Headley WTTB RADIO
- * Voice of the People Radio
- * TOTAL HEALTH KCTE 1510 AM/Kansas City, MO & Kansas City Kansas
- * Interview on the Intuitive Life Network
- * Interview with Jamie Havican on Inception Radio
- * Interview on WKRP Radio with Elaina McMillan, CHt. – BringBackThatSpark.com
- * The Kovacs Perspective Internet Radio Talk Show
- * Live Interview with Steven Diamond on Stop Stressing Now
- * COFFEE TALK with host Doug McDowell KBKW AM 1450/Seattle, Tacoma, Washington
- * Living with RSD – Matrix Radio Show with Trudy Thomas
- * AND MANY MORE!

Manual for Living: CONNECTION, A User's Guide to the Meaning of Life

By Seth David Chernoff

BOOK SUMMARY

The *Manual for Living* is a user's guide to the meaning of life; it is a guidebook to balance and connection, intimacy and relationship, peace and love, evolution and fulfillment. What we desire cannot be "obtained," for it can only be experienced—the result of a life of commitment and service. Can we achieve lasting happiness? Can we find fulfillment or obtain true love? What exactly is a spiritual life, an inspirational life, a fulfilled life? What really is possible in life? Can we have it all?

The *Manual* will help you find clarity and assist you with connecting to your inner guidance—thus opening the gateway to an intentional life—a chosen life that is joyful and fulfilled. Few people on Earth possess the answers to life's simplest questions because in truth, answers are granted only to those with literacy in a language all their own.

In life, answers often result only in further inquiry; the meaning we seek is found in the journey itself.

Inquiry and curiosity become the lifeblood of the living—the keys to assist us in our personal journey. We stay the course, learning through our environment and life experiences, challenges and opportunities. An individual's inquiry may actually safeguard against the very answers he or she seeks; the questions themselves being an indicator of the quasi-destination. We journey through the spiral of human evolution toward an existence of contemplation, verbalization, connection, contribution, service, fulfillment, and happiness.

The answer to life's meaning is different for every one of us and dwells somewhere deep within the epicenter of our being. We are in control of our heart, mind, and soul, and therein resides the core truth of existence. In large part, we are all identical, sharing similar core needs, wants, and desires. Inevitably, we will struggle with the same core issues and challenges. The greatest commonality of all humanity is that of life itself and its finality.

The *Manual's* purpose is to help you find true happiness, understand why you are here, and discover your true purpose in life.

Challenge your beliefs and assumptions, and find your inner voice and truth in the process. Create the life you've always wanted by overcoming the obstacles before you, finding courage in the face of fear or adversity. Find the joy and magnificence in all things, and discover a new level of gratitude for everything that you have been given. Learn how to be fully in the moment and to let go of everything that stands in your way. Ease your pain, suffering, and struggle while embracing and overcoming the lessons before you. Encounter true balance, eternal happiness, and a powerful connection to your source. Learn to coexist and to function successfully on this physical plane without scarifying your spiritual core.

Find true happiness on your path, and achieve everything you believe is possible.

The *Manual* is a practical guide to the hidden truths in life so you can better understand why we do what we do and live the way we live. Realize the basic truths to life and learn pearls of wisdom to guide your way. Understand the game of life and the role we play, individually and collectively, as physical and spiritual beings of service to the greater good of humankind. Discover answers to life's most troubling questions and the meaning behind our eternal search. Allow yourself to fully experience your spiritual journey of enthusiastic selflessness and the pride in giving, focusing your attention and manifesting your reality through continuous evolution.

We all have much in common, yet we often feel so distant from one another.

In truth, we are all one in the same, regardless of intellect, age, race, creed, or dialect. No matter how much we contest this truth, there is little difference between us except how we have chosen to experience this life- time. Life seems easier when we live as turtles, hiding in the shadows and emerging to seek nourishment, prosperity, and fulfillment, only to retreat into the protection of our shell when we realize that what we seek cannot be found outside ourselves. Seldom are rewards granted to those who hide from the world and its associated challenges and opportunities.

Opportunities are endless when we choose to take risks and become present in our life.

This *Manual* is here to assist you in understanding and choosing a life fulfilled over a life of mediocrity, desperation, pettiness, or even worse, no life at all. When life is amazing, fulfilling, and spectacular, this *Manual* may gather dust; however, when you are faced with hurdles, challenges, and pain, it may help you persevere and be of service to those who await your guidance. The *Manual For Living* is a guide to support all beings in truth; to help us turn toward courage, honesty, integrity, and love; and to make conscious decisions that will ultimately guide us to true happiness and fulfillment.

Whether our path is direct or circuitous, our destinations are constant; the eternal continuance of time combines with the temporal aspect of our physical existence.

Manual For Living

Endorsements and Book Praise

“I am a firm believer that when a person is ready, the teacher will appear, my teacher appeared when I picked up the *Manual for Living!* I have struggled with depression, addictions of all sorts and wounds from the past that still hurt me today. I have been searching for inner peace my whole life. I got great comfort and many questions answered from the *Manual for Living*. I have started picking it up when I am feeling “lost” and I have not been disappointed with the message that I receive. The book made such an impression on me I drove 1,000 miles to meet Seth. What a wonderful soul he is! ... Seth lives his message and it is clear to see that when you are around him. I have given this book away to over 10 people and I will continue to give it away because I believe in the message it holds.” – **Kim (Texas)**

“Thank you for sending me your book and all I can say is WOW as well! I can hardly put it down... Simplistic, thought provoking, profound and inspired are just a few of the words that come to mind. I KNOW this will be one of my “manuals for living” that I will wear out! Thank you and abundant blessings to you!” -**Melissa M.**

Loving this guide of understanding how to live. I am loving this guide and it will sit next to my bible's! Everyone interested in living should have this guide! Your words for me are food for the soul, my pot of gold. It validates my new self and provides good sound direction for me to tap back inside of me and be who I was meant to be from birth. -**Helen F. Jones, Illinois**

This book could not have been more appropriate and needed. This gift you sent out to the world will forever be greeted with grateful and loving arms. Thank you for everything but most of all the keys. - **Claudia Remón, California**

“Here is your reality bible. You need to get it...I think your book hits a home run.” -**Rob Kingsbury on Total Health Radio, 1510AM**

“Your book is my favorite book I have read in ages. You have done a justice to us all by writing it.” -**Steve – The Kovacs Perspective Radio Talk Show**

“All books are read differently. Some books allow me a fast tumble. Other books are slow and easy like a merry go round. Then, a few books are so poignant and practical I find myself not wanting to end the book but to stop in the middle and begin the book again. This is in hopes that I haven’t missed an important statement or question. *Manual for Living* by Seth David Chernoff is this type of book. The words in the book are powerful. There are practical steps on how to handle life. This book could only have been written by a man who has faced life as an adventure. He has looked a deadly shark right in the eye. I knew this once I read about his life’s journey.

In my heart I want to take this book everywhere I go: to read before going to bed, to a dentist appointment, to a picnic where there is a large tree to shade me, a pond splashing with fish and birds singing. It is a book that I do not wish to end. Books like this are rare. Where will I find the next one? On almost every page is a quote to remember or note down about death, time, obstacles, living in the present, what truly matters in life, etc.

This is my way of saying the *Manual for Living* by Seth David Chernoff is a book special to me. I want to make its words a part of my life. It is spiritually remaking my life along with my Holy Bible. If you have the chance to pick up this gold mine to read, please do. It is saving me from wasting more time in my life. It is saving me from the fear of death. It is helping me in so many ways.” -Read With Tea Book Review Blog

“*Manual For Living* is more than that: it is a window to a fresh, new, hopeful vision for what it means to be human. Read it slowly, and feel the world shift inside you. A unique blend of practical and spiritual wisdom from a fresh new voice that needs to be heard.” -**Mark Gerzon, Bestselling Author**

“Seth Chernoff has written a wonderful, thoughtful and compassionate book. It goes to the heart of what it is to be human. He speaks from deep personal experience. We highly recommend *Manual For Living – Reality ... Drink from its wisdom!*” -**Ed & Deb Shapiro**, authors *BE THE CHANGE – How Meditation Can Transform You and the World*

“A direction in life is all some people need. “*Manual for Living: A User’s Guide to the Meaning of Life*” is a two-time cancer survivor’s plea to his readers to live their life to the fullest using the advice within. Stating the power of family, love, peace, changing one’s life for the better and being prepared for death, he has much to help readers fully embrace life. “Manual for Living” is a read that should be fully embraced by those who have lost their way.” **Midwest Book Review**

“*Manual For Living* gives you valuable insight necessary to enhance and enrich your life bringing you closer to fulfillment and true happiness. *Manual for Living* is full of wisdom to help you find your way. Every page is filled with human emotion about life, death, and everything in between. The writing is sharp and observant.” **TCM Reviews**

“Seth David Chernoff’s *Manual For Living: Reality* is a true manual on how to live one’s life to the fullest. Everyone has the sense that it is necessary to reinvent one’s self after a divorce or loss of employment, to mention a few. However, many people do not realize that it is possible to live a quality life at all times. People should be conscious of how they live their lives every day, and not just when everything goes wrong. *Manual For Living* is a spiritual guide that is best read in smaller sections. In fact, even the author discourages reading it from cover to cover. Each chapter offers advice, questions for self reflection, answers and suggestions for fulfilling a life’s purpose in a spiritual way.

I found the book to work for me as it put everything in my life into a greater perspective. I found a quiet time and place to read the book on a regular basis. *Manual For Living* is a guide to finding balance and reconnecting with your spirit. Some people are likely to be uncomfortable with the exercises suggested in the book. Their lives are busy, and they feel that they don’t have the time, energy or reason to reconnect with themselves. But the author feels this exercise is essential to living a better life, and he is correct – it is mandatory to getting it right. I have to admit that I was happier after reading *Manual For Living*. It showed me that there were simple moments of happiness that I had missed along the way. These were not necessarily milestones, but the common and everyday moments that are truly the most special, and which make up the best memories over time.

I’d recommend this book to everyone.” – **Luxury Reading (Poppy)**

“The fact that Seth David Chernoff is a two-time cancer survivor is special, most can’t beat it the first time! However, I like how the book is setup in sections; Death, Time, Illness, Fear, Environment, Reality, etc. It makes it an easier read to go section to section. Each section isn’t very long although there are a lot of sections. With the sections being short, it feels that you are flying through the book. If you or someone you know is dealing with an illness, especially a life threatening illness, I think that this book could be very inspirational.” **Shawn Ann’s World (Blog)**

“I got to the section on “Fear of Death,” which addresses whether fearing death achieves anything, whether we can honestly experience life if we’re in constant fear of death, and, finally, what it is that we actually fear. This got my attention — and the book held onto it from that point. It discusses the importance of living in the present, perception, simplicity, change, and balance, to name a handful. For me, the most poignant and relevant sections of the book were those that dealt with releasing the past and not stressing over the future, in order to be “fully present to the magnificence of the moment.

This is a valuable book, one that you won’t read once and leave sitting on your bookshelf. It is meant as more of a reference, a book you look to for guidance and encouragement to cut through the garbage so that you can be at peace with yourself (and those around you) and live your life to the fullest each day. You won’t go wrong with *Manual for Living*, and it would be a wonderful and appropriate gift for someone who is stuck in a rut or dealing with difficult times.” - **Simply Stacie**

Top Ten Reasons Why *Manual For Living* Is a Great Book!

1. It reminds us that “The present moment is all that exists, and is the only moment that ever will.” (p. 63)
2. An important truth that we’re only just beginning to realize “How long will it take for us to realize that we are merely stewards of this beautiful world in which we live?” (p. 89)
3. Living a life without drama! “Life without drama is simplicity...However, in simplicity, we find all that we require in life.” (p. 93)
4. Blaming God for our mistakes is just wrong. “We cannot blame a higher power for the choices we make that create the situation in which we find ourselves.” (p. 105)
5. Are we living the life we’ve been given? “What matters most is the quality of our life; the life we live in the time we have been allotted.” (p. 156)
6. The past v. the present. “Don’t we realize that we need to let go of the past in order to move into the present?” (p. 157)
7. Keeping up with the Jones’. “We use others as the benchmark for a balanced and healthy lifestyle, and by looking outside of ourselves, we will always find what we are lacking in our own life.” p.190
8. How can we be happy? “True happiness is fulfillment from the inside out.” (p. 196)
9. Again, is it right to be stuck on what’s happening with the Jones’? “We all seem to have the answers for everyone else’s life but rarely for our own.” (p. 211)
10. Giving. “We can serve others without taking on their pain. We can give to others without absorbing their suffering. We cannot carry another’s burden just as we cannot live another’s life.” (p. 240)

I hope you were able to tell with just those few glimpses the greatness of this book. It is a beautiful testament to life and living. A book to help one reach his greatest potential and grasp his dreams.” – **A Novel Source**

“A beautiful book of ideas for making our lives more meaningful and exploring that which lies beneath the surface in our minds. It was a book I would pick up and read sometimes at odd moments, sometimes when I was troubled and needed to read about one of the topics. I often read the sections over again on different days. The book is filled with a lot of positive thoughts and inspiration. It’s a different kind of book that’s a little hard to classify, but one definitely worth reading.” **Joanne aka PT Cruiser**

“This one gets four stars. I genuinely found the material educational and inspiring. The author’s suggestion to simply open the book at will and read proved to be quite inspired. Everyone should be able to find at least one section of the book that calls to him or her. This is definitely recommended for the spiritually inclined.” **Beth’s Book Review Blog**

“In the “Note To Reader” section at the beginning of the book, the author states that the book is not designed to be read from cover to cover, but instead to be read one section at a time. He suggests that you choose a chapter from the table of contents or randomly open the book when you need intermittent guidance. What a unique idea! Chernoff doesn’t hold anything back, he talks of death, time, illness, fear, the environment, reality, balance, happiness, peace and more. At the beginning of each chapter there are a few questions so that you can think about how your own life relates to that subject. There is also a quote related to each topic. I really enjoyed this book and think everyone could benefit from reading it.” – **Reading At The Beach**

“If everyone on this planet could have only one book, the *Manual for Living* would be my recommendation. Author, Seth David Chernoff carefully, concisely and accurately takes his reader on a step- by- step approach to the “art” of living. Not merely existing, in the cold, harsh physical sense, but living a happy, peace filled and full life. Uniquely beginning with “Death”, each chapter is only a few pages but filled with dynamic insight and practical recommendations on how to change our lives for the better. The vocabulary is easy to read and understand, the format is well laid out and complete, a book for everyone. Author, Seth David Chernoff is a two- time Cancer survivor, a marketing professional and author. He has an insightful approach that will enable readers to discover what all of us desire- our life’s purpose. **Highly recommended” - Shirley Roe, Allbooks Review www.allbookreviews.com**

Interview Questions

Manual for Living: CONNECTION, A User's Guide to the Meaning of Life

By Seth David Chernoff

- ♪ Tell us about the *Manual For Living* series? What is *CONNECTION* and why is it so important?
- ♪ What inspired the *Manual For Living* series? Did you always dream of being an author?
- ♪ In writing and publishing them, what is the goal you have for your readers?
- ♪ Have any of your readers shared their stories with you – in other words, have they told you the impact the first book in the *Manual For Living* series has had in their lives?
- ♪ What inspires you? What keeps you working at night when you should be sleeping?
- ♪ What do you believe a life of connection looks like and feels like? And are you living that now, currently?
- ♪ You faced cancer on two separate occasions. Did you make a conscious decision to live in the face of death?
- ♪ Can we learn from illness? Can cancer be a blessing?
- ♪ Is there a price we pay for the choices we make? What is the price of a fully CONNECTED life?
- ♪ Can someone truly change who they are, and their path, or is it part of the journey? In other words, does fate have a path laid for us that we

cannot postpone or avoid?

- ♪ Does money get in the way of connection? Education?
- ♪ Are we the center of our own universe? How do we learn to coexist without exerting a sense of superiority?
- ♪ Why are we so challenged in life? Why do we each face tremendous obstacles?
- ♪ Why is CONNECTION so important? Aren't we already "connecting" with those around us?
- ♪ How do we learn to listen to our truth, to discover our purpose and follow our path?
- ♪ Could you courageously share some miracle and example of listening to and following your truth in your own life?
- ♪ What would you say is the meaning of life?
- ♪ What's next in the *Manual For Living* series?