

Women, Ditch the Lies and Succeed Like a Boss

Psychotherapist and Confidence + Mindset Coach's New Book Helps Female Leaders Step into a True CEO Mindset



There are over 11 million women-owned businesses in the United States, but how many more would there be if the women dreaming of launching a business actually went for it? Licensed therapist, confidence and mindset coach and mother of two Kate Crocco never thought she could make it happen, but in *Thinking Like a Boss: Uncover and Overcome the Lies Holding You Back From Success*, she shows the way for any woman wanting to move from dreaming to doing.

Combining her background as a therapist with real-life stories, Crocco helps women identify lies they have been holding on to and develop strategies to work through them. Women looking to move forward in life and business will recognize limiting thoughts such as:

- I'm Not Qualified (I'm Not Smart Enough, Young Enough, or Old Enough to Succeed)
- It's Already Been Done Before
- I Don't Have Enough Time
- Making Money is Greedy
- I Can't Possibly Have a Successful Business and Be a Good Mom

By focusing on new mindsets, women will be empowered with the tools they need to launch their business or reach new goals, no matter what their situation or obstacles.

"The ability to move forward anyway is what separates the dreamer who continually dreams from the doer who gets stuff done!" writes Crocco.

Thinking Like a Boss: Uncover and Overcome the Lies Holding You Back from Success

by Kate Crocco

ISBN: 9780801094767 | 224 pages, hardcover | \$22.99 | February 2020



Publicity Contact: Brianna DeWitt | bdewitt@bakerbooks.com | 616.676.9185 x395

About the Author

Kate Crocco, MSW, LCSW, is a psychotherapist and a confidence and mindset coach who mentors female leaders around the globe. She has coached thousands of women through one-on-one, group, and mastermind programs, as well as through her Confident Ladies Club™ community. She is the host of a weekly podcast, *Thinking Like a Boss*, where she regularly interviews female entrepreneurs from various fields who have found success in business and in life. A guest expert on numerous podcasts and telesummits, Kate has been quoted in publications such as the Huffington Post, *Best Kept Self*, *SheKnows*, and *BlogHer*. Kate's mission is to empower women to go after their dreams by helping them break down the walls and fears that have been holding them back from greatness through lovingly challenging them to step into the best version of themselves. Kate currently resides in New York with her husband, her two sweet girls, and her rescue pup, Turbo.

Endorsements

"*Thinking Like a Boss* is a must-have manual for anyone who's finally ready to give up their excuses and live out the life they dream of. Kate karate chops every lie that's been holding you back with her grounded, practical tools and real talk so that you feel like you have the peace of mind to finally go for it!"

—**Cassandra Bodzak**, author of the bestselling book *Eat with Intention*

"*Thinking Like a Boss* speaks to the heartbeat of what holds us back on our journeys to greater fulfillment and success. Kate eloquently moves us through the lies we tell ourselves with concrete strategies and tools to let go of the doubt and the stories that are keeping us stuck. The beautiful and courageous blend of life experiences and professional training Kate shares from her therapy background and her time spent as a business coach makes this book one I will recommend to my clients over and over again."

—**Amber Lilyestrom**, transformational coach, podcast host, and creator of the Ignite Your Soul Summit

"*Thinking Like a Boss* came into my life at just the right time. Through her timely message, Kate helped me discover the hidden lies that had crept into my heart, and she helped usher me into freedom through tactical exercises for my mindset and refreshing truth about my identity for my soul. To say Kate's message is life-changing would be an understatement—I will be eternally grateful for her boldness in carrying this message into the world and into my life."

—**Kelsey Chapman**, author and podcaster

"No matter what area you're struggling with in life, Kate's mindset principles WORK! I'm living proof of it! In her book, *Thinking Like a Boss*, Kate pulls together all her life-changing coaching and clinical expertise into an easy-to-digest format that will change your life and business if you simply apply it. She's vulnerable in her struggles, which helps you see she's a real person but also pushes you to move past the lies (as she has) to achieve the success you've only dreamed of."

—**Rachel C. Swanson**, bestselling author, podcaster, and aspiring-author coach



Publicity Contact: Brianna DeWitt | bdewitt@bakerbooks.com | 616.676.9185 x395

Suggested Interview Questions for Kate Crocco, Author of *Thinking Like a Boss*

- 1) Tell us about your work as a therapist and mindset coach. How have those experiences shown you the difficulties many women face in launching and running their own businesses?
- 2) This book is also born out of your own experiences. When did you realize you were believing lies that were holding you back? What did you do then?
- 3) What does it mean to “fake it till you become it?”
- 4) Why do you often tell your coaching clients to start before they feel ready?
- 5) How do women often use their financial situation as a barrier?
- 6) What are guidelines for deciding whether to say yes or no to an opportunity?
- 7) Why is comparison particularly dangerous for moms in business?
- 8) How can women define what’s unique about their dream and their business?
- 9) Throughout the book you walk readers through different visualization exercises to help combat lies they’re believing. Walk us through one of those.
- 10) What one thing should a woman start right now to begin thinking like a boss?