

Mel ROBBINS

This one habit changes everything. And your audience needs to know it.



(and while we're at, they should learn Mel's other research-backed motivational tool: *The 5 Second Rule*.)

In her global phenomenon *The 5 Second Rule*, Mel Robbins taught millions of people around the world the five second secret to motivation. Now she's back with another simple, proven tool you can use to take control of your life: *The High 5 Habit*. The book launches in 16 languages (and counting) on September 28th, 2021.

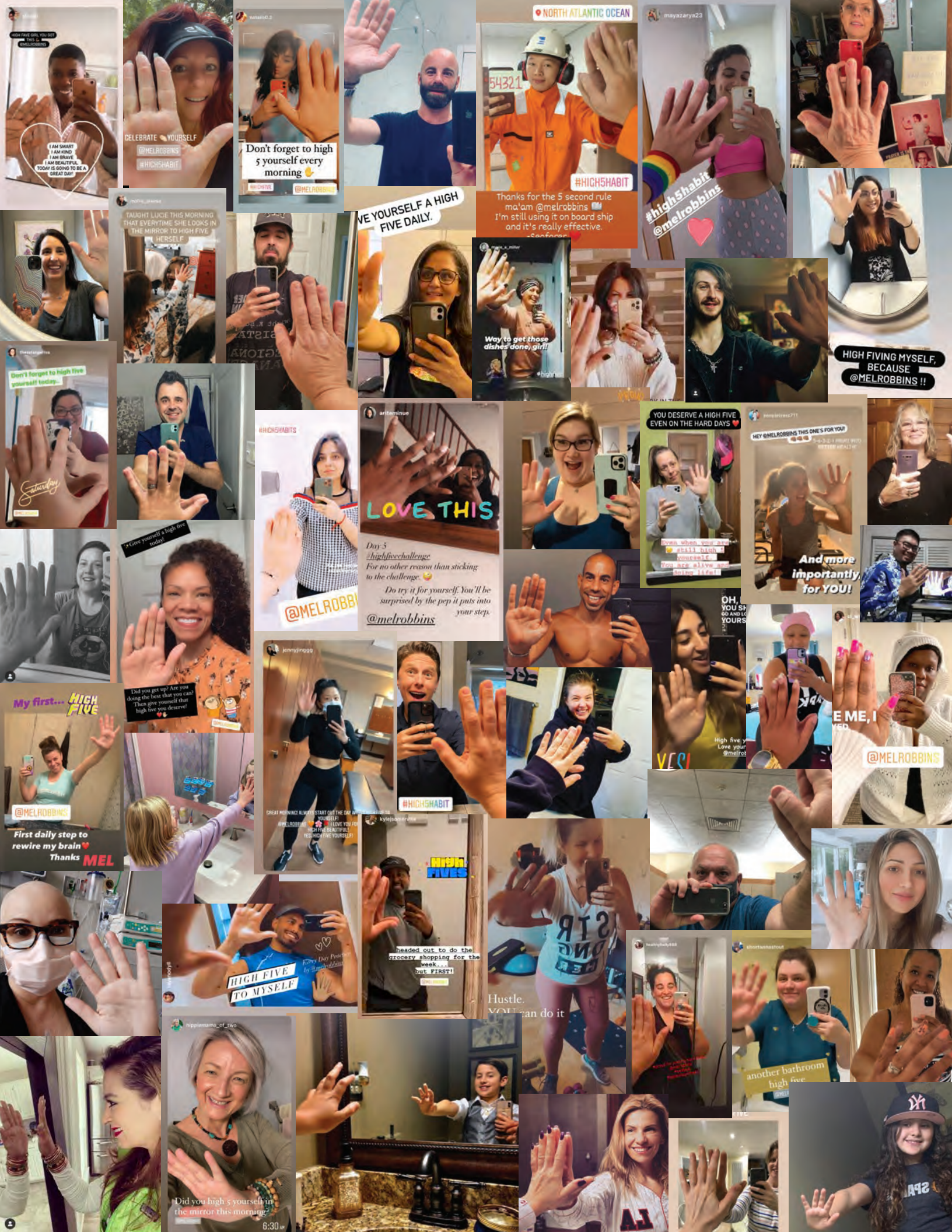
The High 5 Habit begins with a low and miserable moment in Mel's bathroom. Standing in her underwear, feeling overwhelmed by life, Mel did something incredibly weird and a little cheesy: she raised her hand to the mirror and gave herself a high five.

This moment was just the beginning. What Mel didn't know was that she had just discovered the most powerful way to gain two things almost everyone lacks in their life: self-confidence and self-love.

That first high five morphed into a year-long research project about the power of high fiving your SELF forward in more than a dozen surprising ways. *The High 5 Habit* is more than just a powerful action—it is a holistic approach to life that changes your confidence, your mindset, and your behavior.

Mel is a riveting podcast guest and a soundbite machine. Videos from past interviews consistently go viral because she always brings science-backed wisdom, deeply personal and relatable stories, and a tremendous amount of passion to every conversation.

In her global phenomenon *The 5 Second Rule*, Mel Robbins taught millions of people around the world the five second secret to motivation. Now she's back with another simple, proven tool you can use to take control of your life: *The High 5 Habit*. This book was an instant New York Times Bestseller and has been named one of the best books of the year by Barnes & Noble and Audible.



MELBY THE NUMBERS



60M+

people per month interact with me on social media (and I love them all to bits).

700,000+

subscribers on my newsletter list, and that may be because I only manage to get a newsletter out every few months.

35

years I struggled with anxiety, panic attacks, and the impact of untreated childhood trauma. Not anymore, thanks to the tools in *The 5 Second Rule*, *The High 5 Habit*, EMDR, and psychedelic therapies—l'm a changed human being, which is why my mission in life is to share simple, proven tools that anyone, at any age, can use to change thinking and behavior patterns.

2M

copies sold, 33 languages, and 100,000+ five-star reviews for *The 5 Second Rule*, which was 2017's Audible's nonfiction bestseller and most successful self-published audiobook of all time. The fact that I even published it amazes me given how I struggled with ADHD and dyslexia. And also explains why it took me 4 years to finish my new book, *The High 5 Habit*.

5

years at CNN as a legal analyst, covering some of the biggest social justice cases of our time. Most people also don't know that I began my career in 1994 as a criminal defense attorney in NYC for Legal Aid.

12

different careers. Yes, really, including hosting a daytime syndicated talk show with Sony Pictures Television. I taped 168 episodes of *The Mel Robbins Show*—and then was promptly fired in March of 2020.

28M

views on my TEDx talk, "How To Stop Screwing Yourself Over".

\$800,000

in debt just over a decade ago (so I've been there and know what it feels like).

26

years together with my husband Christopher Robbins (yes, that's his name). We have 3 kids, ages 22, 21, and 16, which means I have a tremendous amount of embarrassing and relatable stories about my family to share.

100

people (and counting) who have reached out and said they stopped a suicide attempt and asked for help because of The 5 Second Rule—out of everything I've done in life, this is the the thing I'm proudest of.

6

number one audiobooks released on Audible.

1

Gracie Award: America's Outstanding News Talk Show Host.

500,000+

students in my online courses and creator of the most popular course in CreativeLive history.



Forget interview questions...

Ask Mel to tell you these stories.

- The story of the **miserable moment that led me to doing something as cheesy as high fiving myself in the mirror...** and why one of the world's leading neuroscientists believes **it can fundamentally change your mindset.**
- How one night, at my lowest rock-bottom point, after drinking too much bourbon, **I invented a brain trick that is the secret to behavior change** and has impacted the lives of millions of people.
- Why I think **most mantras are bullshit** – and how science backs me up.
- What **red Acuras and heart-shaped rocks** have to do with training your brain to find more success and opportunity.
- **What doing a load of laundry can teach you about changing the way you see the world.**
- How I was **such a trainwreck during law school**, that I ghosted two employers, including the Attorney General of Michigan.
- Why 20 gallons of hot water is **my secret weapon to stress management.**
- The reason **why I'm probably jealous of you.**
- The **text my daughter recently sent me that broke my heart**, and perfectly explains why we are our own worst enemies.
- How my **dead father-in-law** convinced me to move my family to a new state, after he **showed up via a psychic medium on my talk show.**

- The **pool table my father gave me** as a wedding present; it's a 10-year-long story and it doesn't have a happy ending.
- The **Uber driver who will always be haunted by having me as a passenger.**
- The **mistake I still regret making with our son** when he was in 7th grade (and I bet he will be unpacking in therapy later in life).
- How a **completely failed book launch led The 5 Second Rule to become the most successful self-published audiobook in history.**
- The painting that hangs in my kitchen--I'm standing in front of it in the picture below. **The story will give you goosebumps--and will teach you the proper way to manifest using science.**





Mel Robbins is one of the leading voices in personal development and transformation and a New York Times bestselling author. Her work includes *The High 5 Habit*, *The 5 Second Rule*, six #1 bestselling audiobooks, the #1 podcast on Audible, as well as signature online courses that have changed the lives of more than half a million students worldwide.

Her groundbreaking work on behavior change has been translated into 36 languages and is used by healthcare professionals, veterans' organizations, and the world's leading brands to inspire people to be more confident, effective, and fulfilled.

As one of the most widely booked and followed public speakers in the world, Mel coaches more than 60 million people online every month and videos featuring her work have more than a billion views online, including her TEDx talk, which is one of the most popular of all time.

There's nothing Mel loves more than making a real difference in people's lives by teaching them to believe in themselves and inspiring them to take the actions that will change their lives. Mel lives in New England with her husband of 25 years and their three kids, but she is and will always be a Midwesterner at heart.

Mel would love to talk to you!

TO BOOK MEL:

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