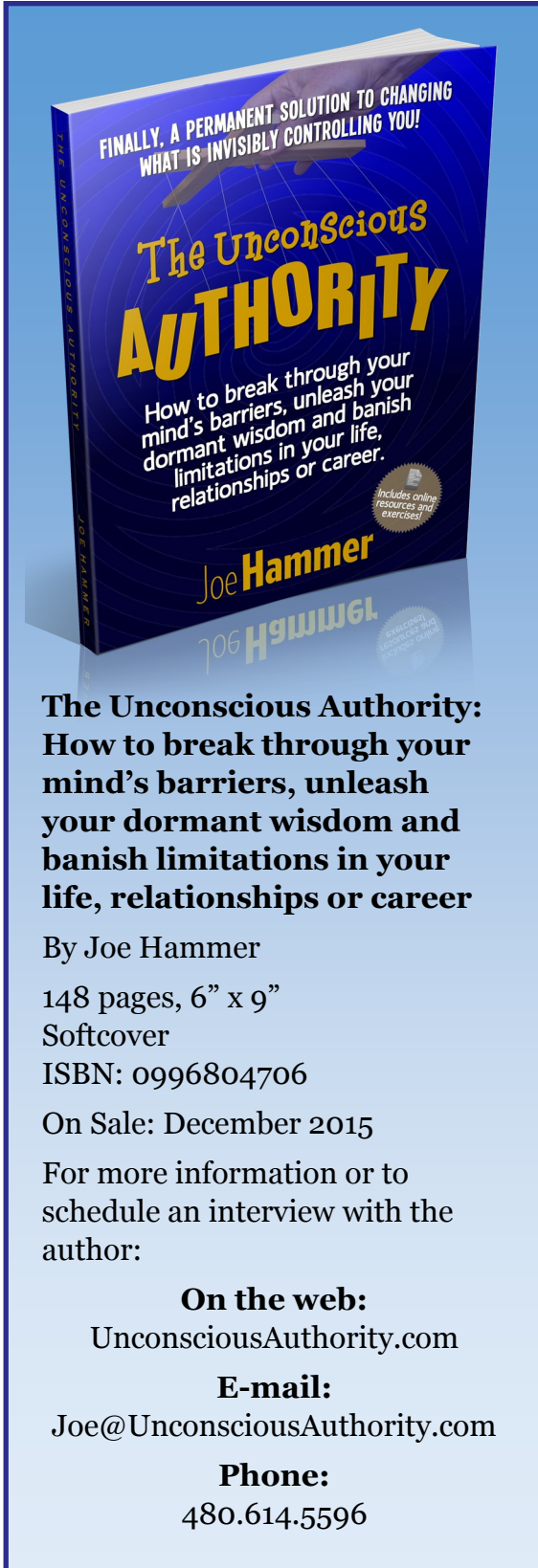


The Unconscious AUTHORITY

HOW TO BREAK THROUGH YOUR MIND'S BARRIERS, UNLEASH YOUR DORMANT WISDOM AND BANISH LIMITATIONS IN YOUR LIFE, RELATIONSHIPS OR CAREER



The Unconscious Authority: How to break through your mind's barriers, unleash your dormant wisdom and banish limitations in your life, relationships or career

By Joe Hammer

148 pages, 6" x 9"

Softcover

ISBN: 0996804706

On Sale: December 2015

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SCOTTSDALE, ARIZONA (December 2015) — Transformational Leader, Marketing Strategist and Lifetime Entrepreneur Joe Hammer has released his debut book, *The Unconscious Authority—How to Break Through Your Mind's Barrier, Unleash Your Dormant Wisdom and Banish Limitations in Your Life, Relationships or Career*.

A veteran of the personal and business development industry, Joe shares how he did—and you can—make powerful changes in your life by learning and practicing a process he calls “*Subconscious Motivation™*.”

Throughout his years of building a personal development and mentoring practice, and after thorough analysis that revealed the causes underlying the many powerful life shifts his clients were able to achieve, author Joe Hammer has discovered the “**real secret**” to locking in lasting life changes.

He learned that life changes begun by setting intentions only on the conscious level are ineffective and short-lived. Success lies far beyond intentions, motivational talks, affirmations—or the annual and almost-always-failed ‘New Year’s Resolutions’...

... It’s actually about *Permanent Life Change* through the author’s *Subconscious Motivation™* process that permits and reinforces the real-life transformations his clients experienced in banishing undesired outcomes and creating exactly the results they desired.

Using entertaining anecdotes and witty observations in this well-organized, easy to understand book, Joe Hammer uses practical—yet little-known—subconscious programming techniques you can use to *forever banish fears, phobias, undesired habits and emotional reactions from your life*.

About the Author

Joe Hammer is a Transformation Leader, Marketing Strategist, Mentor and Lifetime Entrepreneur. Through his mentoring programs, workshops, seminars and consulting work, Joe has assisted countless clients in banishing their limitations, building their business and living the life they truly desire.

He has studied with many of the world’s most famous trainers and mentors in the fields of human potential, success and spirituality. He understands the factors responsible for happiness, achievement and excellence in mind, body and spirit.

After doing a number of presentations, lectures, workshops and seminars on the mind, Joe felt called to author a book on the subject, and **The Unconscious Authority** was soon penned. Joe explains the mind, how it holds on to information, habits, thoughts and events, and how this historical information often plays out negatively in our present day lives. He also explains a 30 day process to eradicate them and rapidly make the life changes we desire.

