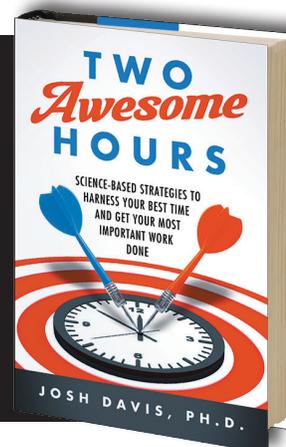


HELP EVERYONE ACHIEVE **TWO *Awesome* HOURS**

Ready-to-Post Content for Websites,
Blogs, E-Blasts, and Social Media



SPREAD THE WORD

We are overworked, anxious, and all-too-often stressed by our out-of-control to-do lists, and trying to get more done in less time is a lost cause. It's not about *efficiency*, but *effectiveness*; and Josh Davis has written *Two Awesome Hours* to help people achieve just that, by creating the conditions for at least two hours of peak productivity each day. Let's restore sanity and balance to our lives. **Please feel free to share any of the following content with your blog readers, email lists, and/or social media communities to help spread the word about this important book.**

BOOK DESCRIPTION

Whether we love our jobs or not, the amount of work on our plate has reached unsustainable levels. We start each workday anxious about how we will get it all done, and which important tasks will have to be sacrificed—again—so we can keep our heads above water. We often respond to our out-of-control to-do lists by focusing on being more efficient—trying to get more done in less time.

According to Josh Davis, Ph.D., we're going about it the wrong way. The answer is not to get more done faster, but rather to create the conditions for at least two awesome hours of peak productivity each day.

Neuroscience and psychology research is revealing what those conditions are. Drawing on this research, Davis explains that our minds operate according to complex factors that, when leveraged the right way, can make us truly effective. Davis shows us five deceptively simple strategies to create the conditions for incredible productivity and to restore sanity and balance to our lives:

- Maximize the moments in our day when we are between tasks, intentionally choosing what to tackle next
- Schedule tasks based on their cognitive and emotional demands
- Learn how to direct attention
- Feed and move our bodies for short-term benefit
- Identify how our environment affects our focus and alertness

We are capable of impressive feats of comprehension, motivation, and performance when our psychological and biological systems are functioning optimally. *Two Awesome Hours* will show us how to be our most productive every day.



DOWNLOAD

CLICK HERE to download the cover.
CLICK HERE to read and/or share an excerpt.



PURCHASE



AUTHOR BIO

JOSH DAVIS, Ph.D., is the director of research and lead professor at the NeuroLeadership Institute, a global institute dedicated to synthesizing scientific research and guiding its use in the business and leadership domains. He has taught at Columbia University, New York University, and Barnard College of Columbia University. He has written for HBR.org, *strategy + business*, *Psychology Today*, and *People & Strategy*. He lives in New York City. Visit him online at TwoAwesomeHours.com.



PRE-ORDER E-BLAST (SEND BEFORE 5.5.15)

SUBJECT LINE: Get Your Most Important Work Done in Two Awesome Hours

HEADLINE: Coming 5.5.15 – TWO AWESOME HOURS

[INCLUDE BOOK IMAGE + PURCHASE LINKS]

Feeling overwhelmed with work and life demands? Rushing, multitasking, or relying on fancy devices and apps won't help. The answer is to create the conditions for two awesome hours of peak productivity per day.

Drawing on cutting-edge neuroscience, Josh Davis, director of research at the NeuroLeadership Institute, explains clearly that our brains and bodies operate according to complex biological needs that, when leveraged intelligently, can make us incredibly effective. From what and when we eat, to when we tackle tasks or disengage—how we plan our activities has a huge impact on performance. Davis shows us how we can create the conditions for two awesome hours of effective mental performance. Learn more at TwoAwesomeHours.com.

"Evidence-based advice on how to leave the [hamster] wheel behind, feel less stressed and more creative, and do the kind of work you are capable of. You are not a hamster. *Two Awesome Hours* will show you how to stop working like one."

—**Heidi Grant Halvorson, Ph.D.**, author of the national bestseller *Nine Things Successful People Do Differently*

"Exceedingly interesting and exceptionally practical. Davis offers suggestions that are straightforward, easy to apply, and immediately useful. I spent two awesome hours reading this book last night and it changed the way I'm working today."

—**Peter Bregman**, bestselling author of *18 Minutes* and *Four Seconds*



ON-SALE E-BLAST (SEND WEEK OF 5.5.15)

SUBJECT LINE: Set Up the Right Conditions to Achieve Amazing Productivity

HEADLINE: Get TWO AWESOME HOURS now!

[INCLUDE BOOK IMAGE + PURCHASE LINKS]

Whether we love our jobs or not, the amount of work on our plate has reached unsustainable levels. We start each workday anxious about how we will get it all done, and which important tasks will have to be sacrificed—again—so we can keep our heads above water. We often respond to our out-of-control to-do lists by focusing on being more efficient—trying to get more done in less time.

According to Josh Davis, Ph.D., we're going about it the wrong way. The answer is not to get more done faster, but rather to create the conditions for at least two awesome hours of peak productivity each day. Drawing on the latest research in neuroscience and psychology, Davis shows us deceptively simple strategies to create the conditions for incredible productivity and to restore sanity and balance to our lives. Learn more at TwoAwesomeHours.com.

"A counterintuitive solution to a problem plaguing us all.... An important book, well researched, with lots of useful stories to bring the science alive."

—**David Rock**, director of the NeuroLeadership Institute and author of *Your Brain at Work*

"Evidence-based advice on how to leave the [hamster] wheel behind, feel less stressed and more creative, and do the kind of work you are capable of. You are not a hamster. *Two Awesome Hours* will show you how to stop working like one."

—**Heidi Grant Halvorson, Ph.D.**, author of the national bestseller *Nine Things Successful People Do Differently*



SUGGESTED SOCIAL MEDIA POSTS

PRE-ORDER (BEFORE 5.5.15)



To be truly productive, ditch efficiency and create the conditions for TWO AWESOME HOURS of effectiveness each day. Josh Davis will show you how: <http://bit.ly/1NSiqsw>



To be truly productive, ditch efficiency & create conditions for effectiveness w/ @JoshDavisPhD's #TwoAwesomeHours: <http://bit.ly/1NSiqsw>

ON-SALE (WEEK OF 5.5.15)



Spend TWO AWESOME HOURS on something with meaningful potential rather than NO awesome hours on the to-do list. Josh Davis shows you how in his new book—on sale today! <http://bit.ly/1NSiqsw>



Spend #TwoAwesomeHours on something meaningful rather than NO awesome hrs on the to-do list. Get @JoshDavisPhD's book: <http://bit.ly/1NSiqsw>