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For Immediate Release

**THRIVING IN THE STORM
Nine Principles To Help You
Overcome Any Adversity**

By Bill Murphy

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"**THRIVING IN THE STORM** is a testament to the virtue and strength of the human spirit. Bill Murphy speaks from the heart and offers exercises that represent a practical philosophy for success."

—Dr. Jeanne King, PhD, psychologist and author

"Bill Murphy could be the poster child for mental toughness. **THRIVING IN THE STORM** should be required reading for anyone who is looking for a kick in the pants to go from mediocre to amazing."

—Louise Thaxton, cofounder and CEO, American Warrior Initiative

Bill Murphy's *Wall Street Journal/USA Today* Bestselling Book

THRIVING IN THE STORM

Equips Readers With The Tools To Overcome Adversity,

Be Resilient, And Achieve Extraordinary Goals

Bill Murphy has been caught in many storms in his lifetime. Despite an abusive childhood, mental health challenges, average academic and athletic abilities, and unexpected crises, Murphy is a top performer in his profession, has completed the Boston Marathon five times as well as an Ironman, and holds a black belt in Krav Maga. In his *Wall Street Journal/USA Today* bestselling book, **THRIVING IN THE STORM: Nine Principles To Help You Overcome Any Adversity** (Skyhorse Publishing; October 4, 2022), Murphy provides insights and tools that will help anyone achieve similar success.

"How you react when in the storm is always a choice. For my whole life, I was told that I was never enough, so I spent much of my childhood in survival mode and playing the victim. Nothing changed for me until I learned how to take action and make better choices when facing adversity," writes Murphy, who has not only served as a counselor and coach to troubled teens as well as to his business peers, but is a nationally recognized mortgage originator who has been a top producer for twenty-five years.

More

In **THRIVING IN THE STORM**, Murphy shares the principles and mental exercises that have helped him – and the people he has coached – succeed, illustrated by anecdotes from his own life as well as inspirational stories from other high achievers. “If you wait until the storm hits to try and fix the issue, it’s too late. You need to do the work now to build a sturdy foundation and develop the physical and mental resources required to handle whatever life might throw at you,” he advises. The author’s nine principles include:

Make Peace With Your Past – Murphy learned that until he dealt with the trauma in his childhood, he couldn’t escape the impact it continued to have on him. “You can’t fix the problem if you don’t know the source,” he says. He suggests making a list of all the “baggage” you hold on to, and finding the “silver linings.” “In what ways have your past mistakes shaped who you’ve become in a positive way?” he asks.

What Is Your Purpose? – “If you’re going to have success, and be able to thrive in the storm, you will absolutely need to identify your why. That’s non-negotiable,” writes Murphy. If you don’t know your why, finding it may be as simple as examining the voids in your life and considering how you want to be more fulfilled. The author lays out how to use your values as a guide and to uncover your passion.

Home In On Your Target – Establishing your why is critical as a source of motivation, but you must also have clear goals. The author details how to establish a set of goals and figure out what you need to change to order to attain them, including a five-step implementation plan: declare, record, focus, visualize, and do.

Build Up Your Fortress – Murphy has learned that weathering life’s storms isn’t about willpower – it’s about building your fortress over a lifetime through habits and routines. He details the benefits of morning and evening routines, and offers tips for creating new habits that stick. He also addresses such key issues as surrounding yourself with the right people, optimizing your environment, and taking responsibility.

Manage Your Mind – “It doesn’t matter what goal you’re trying to accomplish or the challenge you’re trying to overcome; your mindset can either be your best friend or your worst enemy,” the Murphy writes. He points out that strengthening your mindset begins long before you encounter a storm, and shares a series of techniques to help ensure that you perform well when facing adversity, along with tips for controlling your emotions.

Identify and Break Your Negative Patterns – “So many people say, ‘I can’t,’ but if they believe in themselves and commit, they can do it,” says Murphy. He addresses the issue of “junk miles” – time spent on the wrong kind of preparation and practice. He also offers tips for “bulletproofing your schedule” to ensure that you accomplish what you set out to do, recharging appropriately, and not going down rabbit holes of distraction.

The Superhuman Power of Positivity – Murphy discusses the science behind the “power of positive thinking” and explains how to replace negative thoughts with positive ones. He also details how to create positive “self-talk.”

Nobody Can Do It Alone – The importance of coaching and being coached cannot be overestimated. The author urges that you begin with asking yourself a critical question: “Am I coachable?” and then details how to find the right coach for you by narrowing your focus, starting with your network, doing your homework, and not mistaking a coach for a therapist.

From Success to Significance – Finally, Murphy discusses giving back, whether financially or by volunteering, and about taking time to enjoy the journey. “You shouldn’t just celebrate the little milestones and small wins along the way; you should make sure that you take the time to celebrate yourself and everything you’ve done to get there,” he writes.

“It doesn’t matter what you do; you’re never going to eliminate pressure, insecurity, doubt, fear, or anger, but you don’t need to let those feelings control you. Through preparation and changing the way you choose to show up every day, you can be better equipped to weather the next storm, whenever it may arrive,” Murphy attests. With **THRIVING IN THE STORM**, he has created a straight-talk, self-help resource for anyone who wants to transform negative feelings into success, happiness, peace, and an overall enthusiasm for life.

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ABOUT THE AUTHOR

BILL MURPHY, author of **THRIVING IN THE STORM**, is a nationally recognized mortgage originator who has been a top producer for 25 years. Since 2017, he has served as a business coach for the Fairway Ignite program. From 1993 to 1998, he worked as a juvenile counselor for the Department of Youth Services in Worcester, Massachusetts.

Murphy is a marathoner, ultra-marathoner, Ironman finisher, and has a second-degree black belt in Krav Maga. He has raised over \$500,000 for the Make-A-Wish-Foundation, and actively supports a number of charities, including Fairway Cares, The American Warrior Initiative, and the Dana Farber Cancer Institute. He is the founder of the nonprofit Thrive Foundation. Murphy has a bachelor’s degree in psychology from Worcester State University and a master’s degree in counseling psychology from Framingham State. You can learn more at www.thrivinginthestorm.com.