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Why Can't I Just Be Me?

REMOVE THE MASKS THAT HIDE YOU
FROM THE WORLD AND FROM YOURSELF

MELISSA DAWN

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It is a rare exception for someone to feel truly at ease as themselves—no masks, no personas, no self-protective habits—with everyone around them. There is always an element of holding back, which drives feelings of isolation and disconnection. Do you feel you can drop your masks, speak your truth, and bring your whole self forward with the people around you—your family, colleagues, partner, and friends? Are you ready to start taking full ownership of yourself and your story—to take the courageous step to reconnect with your whole self, shadow and all?

Why Can't I Just Be Me? will help you identify what is getting in your way, guide you to break the patterns that hold you back, and get you to where you feel at ease dropping the isolating masks you've cultivated over the years. This guidebook—complete with worksheets, exercises, coaching tips and practical strategies—will take you on a powerful journey within, illuminating what needs to shift and how to shift it, and giving you the tools to start living your life as the YOU that you are meant to be. It's time to remove the masks that hide you from the world and yourself!

About the Author

Melissa Dawn is a renowned speaker, coach, author, and energy practitioner with a passion for guiding people back to their true and worthy selves. As a former VP of marketing and talent management, Melissa spent years twisting herself to fit into a world that gave her no flexibility in return. After leaving her unfulfilling 9–5 to create a meaningful life on her own terms, she decided to turn her sights back to the corporate world, this time on a mission to create fundamental change. Today, as a corporate and conscious leadership coach, she is guiding thousands to recognize that who they are is their real superpower. Although tasked with helping people succeed in the workplace, she knows that success in any aspect of life demands examining all aspects of life. By guiding people to focus on their personal big picture, she helps them understand what truly drives them, what they need to shift, and what a successful, fulfilling life looks like on their terms.



Melissa is a certified professional co-active coach (CPCC), professional certified coach (PCC), certified team performance coach (CTPC), and conscious business coach. She has worked with individuals and teams from small businesses, up to Fortune 100 organizations, and her coaching practice, CEO of Your Life, has been consistently named one of Hubspot's best business coaching services for the past five years. Melissa holds a bachelor of commerce and is a master practitioner of energy medicine. As a holistic coach, her sweet spot is combining her coaching experience, corporate background, and energy techniques.

When Melissa isn't running her coaching practice, she can be found grounding herself in nature, sipping matcha lattes, hanging out with her wonderfully weird family, or twisting herself into various yoga poses to see the world from every possible perspective.

About the Illustrator

Liz Lee is a bilingual Montreal-based illustrator and graphic designer, foodie, and professional geek. She enjoys writing, creating comics, sustainable living, and exploring themes of mental health, environmental activism, and LGBTQIA+ issues in her artwork. She can be found slurping on oat milk lattes and talking aloud to her dog Misha as she haunts local cafes to do her contract work.



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Genre: Self-Help		Distributed by Ingram and Belle Isle Books	
Printed Book Size: 6x9"		Printed Page Count: 204	
Format	Hardcover	Paperback	Ebook
ISBN	978-1-958754-59-7	978-1-958754-60-3	978-1-958754-61-0
Price	\$17.95	\$28.95	\$8.99

Publicity Contact: pr@brandylanepublishers.com 804.644.3090

Belle Isle Books, an imprint of Brandylane Publishers, Inc.

5 South First Street, Richmond, VA 23219

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