
AMBER TRUEBLOOD



I'm Amber Trueblood. *Yeah, it's my real name.* I'm a control-freak bibliophile who loves hip-hop, traveling, and moscow mules. I have four sons and a photographer husband who prances and happily documents all our chaotic adventures.

I'm the only-child of a single mom and grew up in a neighborhood filled with big, loud, loving latino families. As an adult, I longed to recreate that chaos. I loved it so much.

Good News: I succeeded.

Bad News: I succeeded.

My parents met as psych students in college and, aside from a very brief desire to be a veterinarian, I've always wanted to be a psychologist. I'm fascinated by human behavior, the mind, why we make the choices we make in our lives. I loved working but had a excruciating time figuring out how to have the big family of my dreams, while still exploring my own interests and passions.

Like so many women, my spirit was drowning in the challenges of day to day survival and meeting the needs of household and family. The guilt and anxiety associated with the idea of somehow spending more time and energy on myself was *beyond* daunting. Through a lot of trial and error, meditation, therapy, and a healthy dose of meditation, I finally learned what worked *for me*.

I began reading everything I could get my hands on about parenting, neuroscience, and self-improvement. After spending 5 years in night-school for my MBA, three more years for my Masters in Clinical Psychology, 3000 hours for my therapy license, and 10 years raising my boys... Stretch Marks was born.



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THE BOOK



Stretch Marks

Stretch Marks is a self-help book designed for women who've lost sight of their own needs, interests, and dreams. Trueblood offers tools and tricks that'll allow these women to uncover what they truly want and squash their anxiety and guilt.

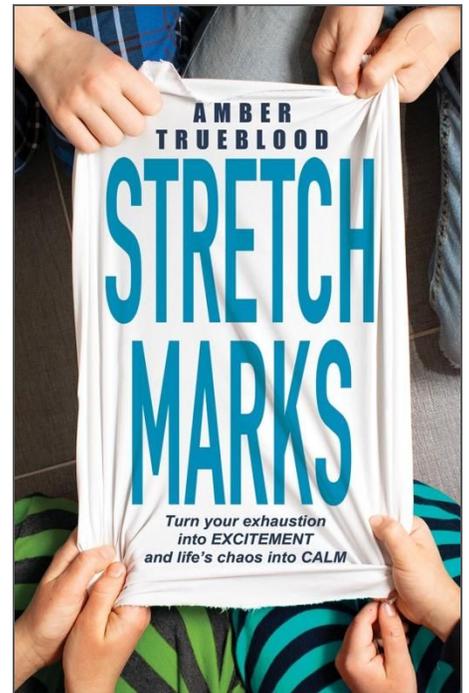
She mixes ridiculous personal stories with hard scientific data to show women not only do they deserve to be happy, but their families, careers, and the planet will benefit as well.

Calm, peace, and fulfillment often feel like an unreachable dream. Many of us believe it's impossible, don't know how to make it happen, or question if we truly deserve it. Stretch Marks lays out The A.M.B.E.R. Mindsets as a guide and encourages you to give yourself the permission to create more space, time, and excitement in your life.

Smashing guilt-inducing iShoulds, silencing self-judgment, and uncovering Baloney Beliefs can reveal what is truly important to YOU.

Through personal stories, authentic empathy, and a fierce confidence in your abilities, Trueblood shares realistic advice and specific tricks you can easily implement into your everyday life.

True HAPPINESS surfaces from WITHIN when you align your time, energy, and resources with what is most important to YOU!



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ENDORSEMENTS



“This is fabulous! I love the concept. I love the possibilities. If Stretch Marks can show me the way to happiness within myself, I’m coming along and bringing the wine!”

- *Layne Rosen, Producer and Mother*

“Thoughtful, readable, practical. I loved it!”

- *Jennifer Ellis, PhD, Epidemiologist and Mother*

“This book is an uplifting, feel-good, empowering, eye-opening read. Amber writes with her creative spirit and sense of humor in the driver’s seat. The methods she describes not only help us find precious momentum towards our dreams but are both straightforward and inspiring.”

- *Elysia Jordan, Actor and Godmother*

“Stretch Marks is a profoundly honest and brilliantly written guide for parents that will make you want to hug it tightly in your arms after reading and never, ever let go.”

Angela Savoy, Artist and Mother

“Every mother will love this book. And probably some Dads as well. I have been reading it with a big smile on my face, love her journey and insights. Entertaining and helpful, love her open approach. I honestly couldn’t stop reading it!”

- *Julie Hawksworth, CEO Micro Kickboard and Mother*

I loved it. It has a lot of great tips that are most importantly easy to put into practice without a lot of time and stress.

- *Matthew Vlahakis, Math Specialist, Actor, and Father*

I really LOVE the idea that pursuing your happiness is fruitful for all... and that it includes the happiness of your family. Because the planet is crawling with little people who, if we raise right, will inhabit the earth and make it happier for everyone. Happiness begets happiness. I love it!!!!

- *Jewels Washington, Philanthropist and Mother*

I have had this inkling of wanting to change my lifestyle for some time and Amber really inspired me to figure out how I can do that. I think this book is one the world could use.

- *Priscilla Sommer, CFO The Grand Bevy and Mother*

SPEAKING TOPICS



- Motherhood: Battling your iShoulds, Baloney Beliefs, and the Mom-Guilt.
- Purposeful Happiness: Aligning your time, energy, and resources to your TOP Five
- Preventative Parenting: Get real about technology, priorities, and competition.
- Stuck?: Use The A.M.B.E.R. Mindsets to disentangle yourself (Ask, Move, Believe, Elevate, and Radiate)
- Master Your Mind and Create Your Future with Meditation, Visualization, and Forgiveness