



“Mark is a gem and this book is gold.” - Sarah Knight

“Inspiring and deeply personal.” - Nir Eyal

“Simple, powerful, actionable.” - Shaa Wasmund

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Glow in the Dark

How Sharing Your Personal Story Can Transform Your Business And Change Your Life

By Mark Leruste

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“A must-read for entrepreneurs and business leaders.” – Scott Harrison

From shame to service, an award-winning ‘imposter’, former professional moustache farmer, and recovering not-good-enougher inspires you to share your story with the world.

When Mark Leruste received an email telling him that he’d been chosen as one of the INSPIRED50—a celebration of the fifty most inspiring people in London—he was sure the organisers had made a mistake and picked the wrong guy. “I mean, when I saw the other people on the list, I thought to myself, ‘there’s been a mistake!’” Leruste recalls.

And yet, despite being 100% sure the fraud police were about to storm through the door and drag him away, Mark attended the celebration and discovered something that would change his life: *Nearly everyone who received the award felt that they didn’t deserve it.*

That’s when Mark had an “aha moment”: “It turns out *everyone*, no matter how outwardly successful they may seem, wrestles with some form of self-doubt, impostor moments or crisis of confidence. We’ve just somehow bought into the belief that we’re the only ones who feel that way, and if we keep quiet about it nobody will notice. The tragedy is that thinking that way makes us feel very alone.”

That’s why Mark launched his award-winning podcast *The Unconventionalists*© in 2015 with the simple goal of interviewing unconventional entrepreneurs and business leaders around the world who dared to challenge the status quo, who struggled with their own self-doubts, and unpacking their stories to draw out the ups and downs, and the lessons learned from both. Across hundreds of interviews Mark learned that even the most brilliant minds in the current business and non-profit landscape shared a common problem: discomfort with their own life stories, feelings of shame about past events, and a sense of inadequacy about the very stories that made them the leaders they’ve become.

“The truth is, if you knew how powerful your story was, you wouldn’t be sitting on it.” – Mark Leruste

Today, Mark uses his experiences to help others realise that their story has value. He’s helped clients raise seven-figures for their startup, land major book deals, get featured in the national press, win prestigious awards and talk on global stages just by helping them find the courage to share their personal stories authentically with others. Now Mark is on a mission to help entrepreneurs and business leaders everywhere impact the world with their story in his new book from Hachette UK: *Glow in the Dark: How Sharing Your Personal Story Can Transform Your Business and Change Your Life.*

"I want to raise awareness of how anybody can take any aspect of their story, no matter how scary, and make it relevant to them and to others. Because someone somewhere woke up this morning needing to hear *your* story. Your story can change the path of a stranger's life just as much as it changed yours, and sharing it will be one of the most powerful things you ever do."

Mark is adamant: There is a story inside of you waiting to be told. "I want this book to help everybody come out of the shadow and understand that what they thought was their weakness is really their superpower. Your story is the only thing that is truly unique about you. Nobody can copy it or steal it. It is yours and yours alone."

When asked about the impact he hopes his book will have, Mark smiles and says, "I want people to own their story, warts and all, so they may experience what true freedom feels like: no longer fearing what people think of you as no one can hurt you when you have nothing to hide."

Through the many stories, case studies and examples shared throughout *Glow in the Dark*, Mark shows readers that they are not alone. Most books separate the personal from the professional and are either aimed at the healing of self or provide tools and strategies for business. Rarely do they do both. *Glow in the Dark* bridges both worlds, the personal and the professional. It is simultaneously healing, practical and cathartic. Mark says, "*Glow in the Dark* is a participatory experience, taking the reader on a personal journey through their own amazing stories. I can't wait to share it with the world."

Glow in the Dark is available to pre-order at www.GlowInTheDarkBook.com. Those who order before the 8th December, 2022 are eligible to receive exclusive launch bonuses (including winning tickets to his official book launch in London on the 8th December and working one-on-one with Mark).



Mark Leruste (@markleruste) is on a mission to help entrepreneurs and business leaders impact the world with their story. As a transformational leadership coach, Founder of Ministry of Purpose and award-winning host of The Unconventionalists podcast Mark is a sought-after speaker at industry conferences and Fortune 500 companies, including the NHS, L'Oreal, Google, Method & Ecover, Adobe, Intuit, and Oxford Business School. His TEDx talk has been watched over a million times and his work has appeared in The Wall

Street Journal, The Guardian, Elle and Metro. Mark previously served as Country Manager at the Movember Foundation, where he helped raise €2.8 million for men's health.

Advance Praises for *Glow in the Dark*:

"Personal storytelling is a powerful way to build a truly meaningful connection with others. In *Glow in the Dark*, Mark Leruste provides a brilliant and compassionate guide to connecting with your authentic self and finding the courage to share your personal story in a way that will inspire others into action. His advice is practical and compelling. A must-read for entrepreneurs and business leaders."

- **Scott Harrison**, Founder and CEO, charity: water

"*Glow in the Dark* is a transformative guide to becoming—and broadcasting—your authentic self in order to connect with your audience, build your business, and actually enjoy the process. With wit, warmth, and the benefit of his own considerable experience and success, Mark will convince you why your personal story is important, and show you how to tell it. He is a gem, and this book is gold."

- **Sarah Knight**, New York Times bestselling author of the No F**ks Given Guides

"Finally a book that not only talks about the value of sharing our personal story to better connect and engage with our audience but actually shows you how to do it in a simple and practical way."

- **Nir Eyal**, Wall Street Journal best-selling author of *Hooked* and *Indistractable*

"*Glow in the Dark* is a remarkable book that effectively conveys how sharing your story authentically can yield unprecedented results. Do me a favour, if you have something important to say or share and want to make a positive impact with your work, don't waste another minute, read Mark's book."

- **Dr Rupy Aujla**, best-selling author and founder of The Doctor's Kitchen

For more information, testimonials or resources visit www.GlowInTheDarkBook.com

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