



October 1<sup>st</sup>, 2010

Please Contact:

Karen Villanueva, 505-764-8323

Email: [Authorcare@aol.com](mailto:Authorcare@aol.com)

[www.authorcare.com](http://www.authorcare.com)

*Repotting Yourself*

ISBN 978-1-84694-279-9

Self-Help/Leadership



**NEWS RELEASE**



Book Release Date: April 2010

**60-Year-Old Blonde Banker Becomes “Biker ”**

**Writes Book About Living Life “Full-Throttle at Any Age”**

**Learn to Live a Fun vs’s Fear Based Life**

**Available for Media Interviews**

**Albuquerque, NM.** “I accidentally removed my hand from the motorcycle clutch while in first gear. The next instant I was slammed onto the garage floor, the air knocked out of me, with a 500-pound motorcycle covering my body... The owner anxiously asked, ‘Are you still going to buy it?’ I jumped up, dusted off my jeans and responded, ‘Absolutely!’ ”

This dramatic story of a sudden and spontaneous motorcycle purchase opens “*Repotting Yourself, Financial-Emotional-Spiritual Flow*” (O-Books, London, 2010), the second and newest book by award-winning sales professional Mary Lou Dobbs ([www.repottingyourself.com](http://www.repottingyourself.com)). Owner of a cherry red 1200 RT BMW motorcycle, Dobbs is taking a 3,200-mile round trip from New Mexico to Oregon to attend BMW’s 38<sup>th</sup> Annual MOA 2010 International Rally July 15 -18 in Redmond. She is available for interviews.

The motorcycle incident was the catalyst for Dobbs’s journey of profound personal transformation. She writes in her book that despite all of her substantial professional achievements and financial security, she realized she was actually living a self-imposed “root-bound” life dedicated to staying small

and fitting in. When she learned to embrace change, rewrite her life story, release fears, be conscious of her intentions, words and actions and activate her “fun meter,” she moved in a direction of flow and ease and began to live life “full-throttle” – which has included numerous motorcycle rides. Her insurance business has thrived in this prolonged recession - even while she was writing “Repotting Yourself” full time - and she attracted an editor and publisher for her book with minimal effort.

In turbulent times, when so many are working harder and longer – with a sense of being frustrated and “stuck” - Dobbs’s story inspires readers to discover how they can transform their own lives. –30-

**About the author:** Mary Lou Dobbs, owner of Executive Benefit Strategies in Albuquerque, NM, has always been a high achiever and Number One in her chosen field of insurance sales. At Lincoln National Life, she became the only woman in the company’s 75-year history to win a national sales contest. During her eight-year tenure with Wells Fargo, the fourth largest bank and financial institution in the United States, Dobbs functioned as a master coach, working with bank presidents and managers to embrace change and then coach and mentor their own employees. When she assumed the position of senior vice president of the company’s new Insurance Department, she became the top national salesperson for six consecutive years. [www.repottingyourself.com](http://www.repottingyourself.com)