



FOR IMMEDIATE RELEASE
Contact: Len Evans, Project Publicity
212-445-0066 / len.evans@projectpublicity.com

FIERCELY YOU

BE FABULOUS AND CONFIDENT BY THINKING LIKE A **DRAG QUEEN**

By Jackie Huba

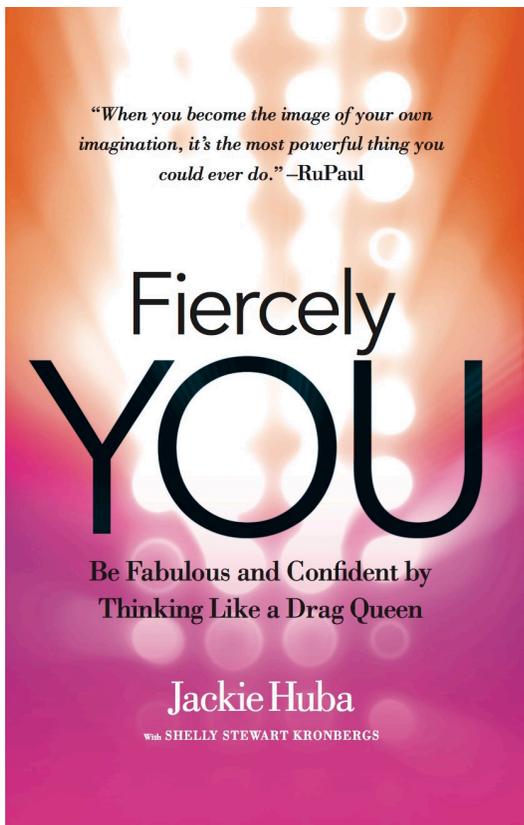
With Shelly Stewart Kronbergs

“By weaving together critical research, compelling examples, and lively storytelling, *Fiercely You* shows us how to bring our boldest, most fearless selves to any challenging situation. This book is a game changer.”

—Claire Shipman, *New York Times* bestselling coauthor of *The Confidence Code*

“When you become the image of your own imagination, it’s the most powerful thing you could ever do.”

—RuPaul



When her long-term relationship unexpectedly failed, **JACKIE HUBA** found herself at the lowest point in her life. She was on her own, bored with her work in the corporate world, felt stifled creatively, and knew she wasn’t living up to her potential. Something drastic needed to happen but at forty-seven, she wasn’t sure that she had the confidence to reinvent herself and do something completely different. She was stuck.

In **FIERCELY YOU: Be Fabulous and Confident by Thinking Like a Drag Queen** (Berrett-Koehler Publishing Original: August 15, 2016), Jackie reveals how stumbling upon an episode of *RuPaul’s Drag Race* helped her to find liberation by re-discovering her inner fabulousness through the wonderful world of drag.

Most of us think of drag as performance art for the stage. **JACKIE HUBA** came to realize that all people create and perform personas in their everyday life. Whether we know it or not, we are doing drag right now. We do it every day. Drag is not just what we wear, but how we act, what we say, how we say it, and how we carry ourselves. And just as we did when we were kids on Halloween, we can transform into any persona we want.

- over -

To illustrate her point, **JACKIE HUBA** became a drag queen!

Drawing on her experiences as her drag alter ego Lady Trinity and on interviews with the world's top drag performers (many of whom competed on *RuPaul's Drag Race*), **JACKIE HUBA** and coauthor Shelly Stewart Kronbergs show readers how they, too, can become supremely self-assured, utterly fearless, and unabashedly and completely *themselves* – just like drag queens.

As she did in her unforgettable TEDx talk, “Unleash the Power of Your Inner Drag Queen” – where she made history as the first ever TED talk to be done by a female drag queen – Jackie lays out the *Keys to Fierce*. She explains how to create the person you've always wanted to be by performing simple acts such as dressing for power, striking a commanding pose, ignoring naysayers and taking risks. Meanwhile, licensed therapist Shelly breaks down the psychological research into layman's terms, proving why the *Keys* really work.

The truth is, too many of us are controlled by our bosses, significant others, friends, children, and parents. We succumb to perceptions that we aren't smart enough, pretty enough, strong enough, or capable enough and we fail to live up to our true potential. **FIERCELY YOU: Be Fabulous and Confident by Thinking Like a Drag Queen** teaches readers to apply the lessons of bold drag queens into our everyday lives. No wigs or stilettos required.

###

ABOUT THE AUTHORS

JACKIE HUBA is the author of four books and a TEDx speaker and has worked as a consultant with top brands such as Whirlpool, Disney, American Express, and Discovery. She is a *Forbes.com* contributor, and her work has frequently been featured in the *Wall Street Journal*, the *New York Times*, and *Fast Company*.

SHELLY STEWART KRONBERGS is a licensed marriage and family therapy associate in private practice.

FIERCELY YOU: Be Fabulous and Confident by Thinking Like a Drag Queen

By Jackie Huba with Shelly Stewart Kronbergs

Berrett-Koehler Publishers Original

On-sale date: August 15, 2016 • ISBN: 978-1-62656-807-5 • Price: \$18.95

Also available as an eBook and audio book

For updates on Jackie's events and for more information,
follow her on Twitter @jackiehuba, Facebook.com/JackieHubaAuthor,
or visit Enterthequeendom.com.

Follow Lady Trinity at Facebook.com/LadyTrinityOfficial
and Instagram.com/LadyTrinity.