



## PRESS RELEASE

### Erik Robertson Hits Amazon Best-Seller List With New Book, “Transform”



*Educational Psychologist Erik R. Robertson recently hit two Amazon.com best-seller lists with the new business book, “Transform,” co-authored with best-selling author and speaker Brian Tracy.*

**Orlando, Fla. – September \*\*, 2014** – Author and Educational Psychologist, Erik R. Robertson, recently joined noted business development expert, best-selling author and speaker, [Brian Tracy](#), along with a select group of the world’s leading experts, to co-author the book titled, *Transform: The World's Leading Entrepreneurs and Professionals Get to the Heart and Soul of Transforming your Life, Business & Health*. The book was released on September 18, 2014 by CelebrityPress™ - a leading business book publisher.



On the day of release, [Transform](#) reached best-seller status in two Amazon.com categories - reaching as high as #6 in the “Direct Marketing” category. The book also reached best-seller status in the “Marketing and Small Business” category. Erik Robertson contributed a chapter titled, “Combining Successful Parenting and Business.”

For fifteen years Erik had a successful Parenting practice as an Educational Psychologist in The Netherlands. He worked with thousands of parents from all walks of life and from all nations. He also gave Parenting workshops at The American School of The Hague (ASH) and The International School of Amsterdam (ISA). He currently gives Talks and Workshops on Parenting all over the world. Based on his extensive

research and experience he has written the book, [\*Oops! The Parenting Handbook: I wish I had known this before...\*](#) It is Erik's mission to Inspire, Support and Empower Parents with his loving yet down-to-earth and practical book.

CelebrityPress™ describes the book:

When we think of transformation, we automatically think of metamorphosis or change. One of the first metamorphoses we discover as a child is the universally- quoted change of the caterpillar into the butterfly. The positive symbolism of this transformation is liberally applied to illustrate the change from ‘ugly duckling’ to ‘elegant swan’ in all fields.

This symbolism readily transfers to just about any change for the better. The guidance of individuals who have experienced positive change with mentoring, have taken calculated risks and enjoyed accomplishments in their field, may be seen as role models. We also note that the transformations of the PremierExperts® in this book are not limited by ‘dollars and cents’ measurement, but include body, mind and soul accomplishments.

The transforming experiences discussed by the PremierExperts® in this book cover many subjects including positive mindset changes, changes wrought by perseverance, passion, due diligence, restructuring, technology, systems, techniques, etc., ...in fact, they cover positive changes that cut across numerous disciplines and fields.

After such a successful release, Erik Robertson will be recognized by [The National Academy of Best-Selling Authors™](#), an organization that honors authors from many of the leading independent best-seller lists.

Click [HERE](#) to order a copy of *Transform: The World's Leading Entrepreneurs and Professionals Get to the Heart and Soul of Transforming your Life, Business & Health*.

The royalties from this project will be given to [Entrepreneurs International Foundation](#), a not-for-profit organization dedicated to creating unique launch campaigns to raise money and awareness for charitable causes.

### **More about Erik Robertson:**

Erik R. Robertson, M.A., was raised in Tokyo, Oslo, Abidjan and New York, at English/Canadian, French, Norwegian and Dutch schools. He graduated as an Educational Psychologist with honors and top of his class in (Educational) Psychology at the University of Amsterdam.

Erik first worked in the Garment trade, doing millions of dollars in sales. The company he helped found then went bankrupt, an enlightening and difficult experience that made him question his life and goals. He was then signed up by one of Hollywood's most successful agents and sent to acting school in NYC. Despite this golden opportunity, Erik decided to move back to The Netherlands; he was driven by the need to help his fellow men and he did not feel a glorious

acting career was the path for that goal.

In the course of the 90's, Erik worked as a psychologist for various Institutions. Erik founded his own company Corporate Health in the late 90's with an accent on coaching, vitality (and stress-prevention), (no-nonsense and goal-oriented) Teambuilding, Human Values and Corporate Social Responsibility; and also Inspiration (Reawakening the Spirit in Work). He works as a Life Coach for CEO's from many top Fortune 500 companies as well as for managers working in various profit and not-for-profit Organizations. Erik has trained most front line healthcare workers from almost every Foundation in the Netherlands.

Erik states that: "People (and this also applies to companies) are able to be in a state of what is known as 'flow'; instead of living and/or functioning in light neuroses that we regrettably refer to as our personality (or when speaking of companies: that part of the company culture that is implicit and often subconscious if you will.) Our personality (and/or the aforementioned culture) is often made up of many conditionings that in reality serve no purpose other than encapsulating our true and grand potential.

To be in a state of 'flow' can be experienced when you transcend the person you think you are, or when you transcend the existing company culture to excel even further. Needless to say the results are spectacular. Employee's performance rises, communication improves and increases and work attendance improves dramatically...to name but a few benefits.

In the case of Parenting, families become happy, loving and constructive environments in which both children and parents flourish! Recently Erik co-developed a Mentoring Pilot at one of India's most prestigious International Universities.