

Full of compelling stories of fellow travelers on paths to a more courageous and engaged life.

**Vanessa Ogle,**  
Founder & CEO  
Enseo & Higherhill Studios

Inspiring models for how to cultivate risk-taking as a practice.

**Nick Jekogian,**  
Founder, Walden Monterey

Incredible stories of courage; vulnerability, setbacks and triumphs.

**Alton Butler,**  
Founder & CEO, Line 204

Helpful stories for those waiting on the "perfect" time to take a risk.

**Michele Morris,**  
Philanthropist, Author, Chef

This recalibrates the concept of risk and elevates it to a completely different level. The stories about the emotions that hit when you take that leap are all too real and reaffirm the importance of the risk paradox.

**Brad Deutser,**  
Best Selling Author, *Leading Clarity*

Will change how you think about risk-taking, obstacles, challenges and success.

**Ivo Nelson,**  
Author, *Love Based Culture*  
3x Successful Entrepreneur

Everyone has two stories, the highlight reel we all can see, and then the real story. The bumps, bruises, failures, luck, and a relentless determination to succeed. This book unlocks those stories.

**Brandon Schwertner,**  
CEO, Priority Power

A guidebook for how to live life on your own terms.

**Jennifer Maanavi,**  
Founder & CEO, Physique 57

The avoidance of risk is an illusion, this book reveals risk as something to embrace as a fundamental condition of progress.

**Gene Gebolys,**  
Founder & CEO, World Energy

I love this book. Reading about the risks and adventures that lead people to great success are so fun and inspiring.

**Scott Lawrence,**  
Founder, Breakside Brewery

The Risk Paradox is a treasure trove of insight, inspiration and story-telling that helps leaders view risk in new and productive ways. It's a must read!

**McKay Christensen,**  
CEO, Thanksgiving Point Institute

Tells the honest, authentic, unvarnished stories of risk from penetrating interviews with amazing people.

**Eileen Brophy,**  
President, Brophy Services

Addresses an important topic with analytic rigor, real life experiences, and storytelling flair.

**Michael Weintraub,**  
Co-Founder, Ardan Equity

Succeeds at putting the complexity of taking risk into practical focus.

**Lauren Reed,**  
Founder & CEO, Reed Public Relations

Takes the messy topic of risk and simplifies it without being simplistic.

**Sandi Webster,**  
Co-founder, Pandi

Sheds light on both the adventurous path of life and the risky trajectory of business.

**Richard Fiedotin,**  
Co-Founder, Epocrates

Full of counterintuitive suggestions about risk-taking that make sense. A pleasure to read.

**Blair Garrou,**  
Founder & Managing Director, Mercury Fund

Great stories about lived success that combines joy, purpose, and risk.

**Michael Knigin,**  
Chairman, Freestone Forest Products

Stories that help us think about, 'what are you doing with your one and only life?'

**Daniel Miller, MD**  
Chairman, Eye Partners

Shows how regular people become risk-takers through self-awareness and perseverance.

**Andrew White,**  
President, Sweat Equity Partners

Even for a risk-taker, the stories challenge me to find and face the next opportunity rather than hide in safety.

**Kirk Craig,**  
Co-Founder & CEO, Agape Development

Vivid stories that help you consider the most important question – what do you want out of the rest of your life?

**Paul Dickerson,**  
Managing Director, Southwestern Petroleum

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# The RISK Paradox

From two risk researchers comes a groundbreaking study that sheds light on the advantages of embracing uncertainty.

**ON SALE OCTOBER 4, 2022**

**Hi Margaret,** I hope your summer was awesome! My publisher is sending this because I wrote a book and I told them we're friends!

Actually, Doug Schneider did the writing, and I did the interviews and editing and narrated the audiobook. This is me just after I finished smelling the pages :)

Here's how the book happened. Doug and I worked together at a big company that bought my first business, and then I convinced him to jump ship to run another company where I was on the board.

He retired after we took it public, and got into writing. I enjoyed his first book about life lessons from running marathons.

Over the years we looked for books about real life risk. Jobs, families, hopes, fears, dreams, disappointments, and how they mix with money, achievements, and life fulfillment—squishy topics that jumble together in everyone's lives.

We looked and found... nothing. All the books discussing risk were biographies, or focused on stats or investment strategies. So we decided to write something we wanted to read.

I love real stories from the lives of interesting people, and new insights backed by credible research. We combined those interests and started hunting for fascinating risk takers.

We found 102 people, split evenly between

men and women, and conducted hundreds of hours of interviews. Most had never shared their stories or discussed the turning points and risks in their lives.

We didn't start off with any theories. We just collected and analyzed information, looking for patterns in the feelings, decisions, events, and backgrounds in the lives of these incredible people.

That's how we came upon "The Risk Paradox," that taking risk is the least risky thing you can do to live a fulfilling life.

"Why a whole book, Alan, if the main message is one sentence?" Well, psychology research finds that people learn best from someone else's experience when they can actually see and feel themselves in their situations, emotionally, financially, logistically, and demographically.

How did we do that for readers? Read the book and find out!

That's the purpose of this email—me asking you to support the book! We think there's a message, or quote, or story, or insight, somewhere in the book for everyone. The stories are life affirming, inspiring, uplifting, and real.

Book Cover October 4, 2022 Pre-Order Now  
Amazon Barnes & Noble Amplify Publishing Audible

As one of our early readers, a successful author and entrepreneur, noted:

"At the end of the day, risk is the single biggest driver in our lives. Your book nailed it by giving the reader a perspective on risk from all possible angles and articulated by people who have been there and spilled the blood that risk creates. Real world—not academic conceptual models."

Buy lots of copies! Your relatives may want a hardback, the management of your businesses may want the Kindle version, you may want the audiobook. I'm not on Facebook or Instagram or Twitter, so we're sending out this email :)

Also, I'll be donating a portion of the proceeds to support early childhood education nonprofits I'm involved with, so "buy it for the kids!"

The book will be officially released on October 4, 2022. Pre-order it on Amazon.

For bulk orders, contact, Heather (heather@amplifypublishing.com).

Thanks for your support, and I look forward to hearing your thoughts on the book!

**Sincerely,**  
**Alan Ying**



**October 4, 2022**  
**Pre-Order Now**

   

**\$26.00**

**OCTOBER 4, 2022**

Alan Ying dropped out of the cardiothoracic surgery residency program at Duke University to start a software company when he was twenty-eight years old. Since selling that business, he's enjoyed leading, investing in, and serving on the boards of start-ups to public companies. Alan grew up in Ohio and now lives in Texas. He is married with three children.

[www.riskparadox.net](http://www.riskparadox.net) in

