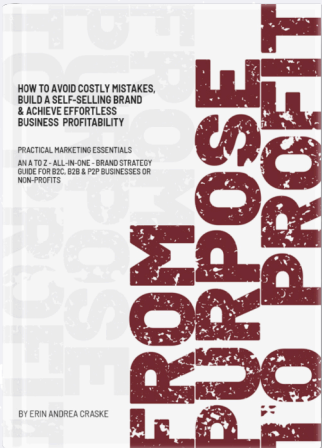


# BUSINESS ESSENTIALS



'FROM PURPOSE TO PROFIT' is now available on The Great British Bookshop and all Amazon regional sites and in retail globally via The Great British Bookshop's and IngramSpark's networks, offering accessibility and convenience to English-speaking business professionals worldwide.



Erin Andrea Craske is an award-winning strategist with over 20 years of experience in the industry, having worked with over 40 industry-leading brands. Her expertise spans leadership, strategic development, profitability, and communication.

Blending an honours degree in pedagogy, 30 years of psychology studies, 10 years of applied Eastern philosophy, and 16 years in leadership, coaching, and mentoring, Craske is a multi-layered transformation catalyst. As a speaker, executive psychologist, and strategy and profitability mentor, she empowers ethical, purpose-driven business leaders to shatter limitations, ditch struggles, and break free from the confines of 'as good as it gets.' Being on a mission to set people free and align that freedom with a greater good, she helps them achieve success on their own terms, effortlessly and without compromise.

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# From Business Struggles To Effortless Profitability - Unveiling the Ultimate A to Z Strategy Guide

The only book you need to succeed in your strategic efforts - an all-in-one solution tailored for time-starved impact-driven brand owners and business professionals aiming for business visibility, longevity, and profitability while avoiding business-detrimental mistakes.

Approximately 50% of small businesses fail in the first three to five years, with around 80% of these failures attributed to branding and marketing issues. This critical period is known as a strategic planning period. In essence, businesses that neglect strategy and undervalue marketing knowledge will likely go bust.

In a world brimming with potential, too many companies stumble on the same basic errors - blinded by ignorance, swayed by fleeting trends, or shackled by immediate gains. These hidden pitfalls sabotage businesses, driving teams towards exhaustion and quiet quitting. Yet, the key to evading these pitfalls is remarkably within reach.

Authored by Erin Andrea Craske, an executive psychologist and formerly an award-winning strategic marketing executive, this guide distils two decades of in-depth knowledge of business strategy, profitability principles, and brand passion into a practical and comprehensive journey.

This essential book stands out in the midst of marketing noise, uniquely designed to equip brand owners with:

- The foundational principles of business, brand, marketing, launch, portfolio, and communication strategies;
- An easy-to-digest format, presenting information in a simple, down-to-earth, practical, and informal way.
- A blueprint that merges concise structure with skimmable design and powerful insights, blending theory, practical knowledge, research data, case studies, inspirational quotes, classic frameworks, and actionable steps.
- Strategic, psychological, and customer-centric wisdom, providing the mindset and skills necessary to navigate challenges.
- Coaching questions, research techniques, and the reasons 'why' behind recommendations, as well as common errors with mitigative actions.

Backed by 20 years of strategic business experience, an honours degree in high education, along with 16 years of coaching,



I HAPPENED TO WITNESS TOO MANY COMPANIES ENGAGING IN FIREFIGHTING AND, OFTEN, EGO-DRIVEN, CLUELESS TACTICAL MANAGEMENT. IT'S A SHAME THAT PEOPLE DON'T REALISE THAT RUNNING A BUSINESS STRATEGICALLY IS ACTUALLY MUCH EASIER, LET ALONE MORE SUSTAINABLE AND PROFITABLE. WRITING THIS STRATEGY GUIDE WASN'T ONLY ABOUT PROVIDING PRACTICAL KNOWLEDGE BUT ALSO ABOUT HELPING DEVELOP EMPATHY, GAIN STRATEGIC BUSINESS CONFIDENCE, AND BRING SATISFACTION FROM RUNNING A BUSINESS - ONLY A MERE FEW BENEFITS THAT HAVING A STRATEGY BRINGS.

— ERIN ANDREA CRASKE

TRIGGER WARNING: The guide references alcohol, tobacco, and sexual goods that may not be suitable for readers sensitive to these product categories.

'FROM PURPOSE TO PROFIT' isn't just a practical guide; it's a strategic insight that empowers brand and business owners offering knowledge, skills, and tools required to construct self-selling brands, establish profitable longevity, thrive in saturated markets, and sidestep business-threatening errors.

educating, and mentoring teams, this essential business book will:

- Provide practical tools and knowledge while walking the reader through an easy step-by-step process of creating a strategy;
- Aid to grow comfort around making strategic decisions and explain the connection between strategy, business longevity, profitability, and return on investment;
- Help build confidence to challenge the competition and conventional thinking to create a self-selling brand;
- Shift perspective from business to customer-driven and enable to form a strategic mindset rooted in customer empathy;
- Empower to live and breathe the business purpose by turning beliefs into a tangible contributions; and
- Demonstrate how to inject meaning into the business journey, making it more fulfilling and enjoyable.

This all-in-one solution meets the needs of busy, time-constrained professionals by offering a comprehensive repository of valuable, bite-sized information. It caters to young and mature, small-to-medium-sized businesses across various sectors, as well as entrepreneurs seeking to craft winning business plans. Business coaches and consultants will equally benefit from this valuable information.

PLEASE DOWNLOAD THE FIRST SAMPLE CHAPTER, BUSINESS CV, CASE STUDIES, MARKETING FRAMEWORKS AND QUOTES, AND COMPLEMENTARY MATERIALS FROM

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PRESS RELEASE



## New Transformative Practice: Unlock Your Potential, Set Yourself Free.

### A Revolutionary Approach to Success: Empowering Ethical Business Leaders to Thrive with Effortlessness

Empower ethical business leaders to thrive on their terms, embracing freedom and meaning in living, leading, and creating a future effortlessly, transcending profitability, and amplifying a wave of positive impact.

#### Designed for the Fearless

Challengers and Investigators—some of the rarest Enneagram types (6.3% and 4.8%, respectively)—are known for their rebellious spirit, self-direction, and world-changing potential. They stand tall against conformity, forging their own path despite resistance. Living by one's own rules in a

world of suffocating norms isn't for the faint-hearted. For these free thinkers and conscious leaders, Craske's Effortless serves as a guiding light, offering psychological and strategic support to harmonise success with integrity and social impact.

#### Reality Shift

Erin Andrea Craske proudly unveils her groundbreaking executive psychology practice, redefining business, leadership, and personal success. By merging psychological guidance, strategic and

profitability mentoring, speaking, and education, Effortless empowers conscious business leaders, free spirits, and ethical rebels to challenge the status quo, live authentically, and build profitable businesses on their terms.

**EFFORTLESS' PRACTICE IS A SOURCE OF EMPOWERMENT FOR THOSE NAVIGATING THE PATH OF CONSCIOUS ENTREPRENEURSHIP. IT'S A GUIDING LIGHT FOR THOSE WHO DARE TO STAND TALL, DISRUPT NORMS, AND CHAMPION BELIEFS. IT'S A SUPPORT SYSTEM FOR THOSE STRIVING TO SUSTAIN ETHICAL BUSINESSES AND MANIFEST THEIR DREAMS THAT BENEFIT HUMANITY, PROFIT, AND THE PLANET.**

— ERIN ANDREA CRASKE

#### A Transformative Force

With two decades of strategic business expertise, 30 years of psychology study, and deep engagement with Eastern philosophy, Erin's Effortless approach blends the wisdom of Western and Eastern psychology, cognitive and existential

therapy, mindfulness, and humanistic leadership. Currently pursuing a PhD in psychology, her methodology goes beyond traditional coaching, offering a holistic process that breaks leaders free from the grind and aligns purpose, impact, and profitability.

**TRUE FREEDOM IS LIVING BY YOUR OWN RULES, EXPRESSING YOURSELF FULLY, AND LEADING WITH AUTHENTICITY. HOWEVER, ACHIEVING THIS REQUIRES INNER STRENGTH, VALUING ONESELF, AND REJECTING VICTIM MENTALITY, JUDGMENT, AND EXPECTATIONS. IT'S ABOUT EMBRACING GROWTH, CULTIVATING FEARLESSNESS, ASSUMING RESPONSIBILITY, AND KEEPING ONE'S MIND EMPTY – THE HEART OF MY TRANSFORMATION PROCESS.**

— ERIN ANDREA CRASKE

#### Effortless Living, Leading, and Creating for Ethical Business Leaders

Craske's work transforms decision-making, problem-solving, confidence, and self-esteem. By uncovering the psychological illusions shaping perception and behaviour, she helps leaders enhance cognitive performance, resilience, and emotional well-being—all key to sustainable success.

- Public speaking engagements
- Psychological guidance
- Strategy and profitability mentoring
- Executive coaching
- Bespoke workshops and strategic work sessions

Her methodology is designed for lasting change, supporting leaders in shifting their mindset, business, and life. Through tailored offerings, Effortless equips ethical leaders to scale profitability while staying true to their values:

Rooted in trust, empathy, and integrity, Effortless is more than a service—it's a movement to help leaders create meaningful success with ease.

'Effortless' practice is a catalyst for ethical and impact-driven business leaders to experience the power of profound & lasting transformation, progressing from struggles, frustration, and overwhelm to effortless life, leadership, and business growth through addressing root causes, embracing authenticity, elevating mindset, and mastering a peaceful state of mind.



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