

**You are already the hero of your own life!**

## **Lynn Serafinn, MAED, CPCC**

**Author and coach who turns up the volume of the music in your heart**



Born in Brooklyn, New York in 1955, and now residing in Bedford, England, Lynn Serafinn is a Transformation Coach, book promotion coach, teacher, talk radio show host and author of the bestselling book ***The Garden of the Soul: lessons from four flowers that unearth the Self***. Owing to her long and diverse professional history in the music industry, as well as extensive study of music and spirituality in India, Lynn's writing is lyrical, rhythmic, colourful, highly visual and undeniably metaphoric. She taught music technology for many years, and her creative use of technology in education led her to win the Microsoft UK Innovative Teacher of the Year Award in 2005. Her coaching company Create-a-Life won the Best of Bedford Business Awards, and was voted one of the "Top Ten Most Loved Businesses" in Bedford in 2010. In 2009, she received the Bedfordshire Businesswomen Award for her work within the community to help build a sustainable future. Known as a marketing guru, Lynn is also a campaign manager for many top-selling mind-body-spirit authors, including four #1 sellers in 2010 alone. She is also the creator of an online learning programme for authors she created called Spirit Authors. She is the proud mother of a grown daughter (also a bestselling author) and grandmother to a young grandson. Her highly anticipated book ***The 7 Graces of Marketing*** is coming in the summer of 2011.

***The Garden of the Soul: lessons from four flowers that unearth the Self* is a book about becoming whole...** Called 'as spiritual as Deepak Chopra and as magical as Paulo Coelho,' ***The Garden of the Soul*** is a journey on the 'path of least resistance to the Self' through the imagery of four flowers that represent four spiritual principles: 'Give' (the Rose), 'Receive' (the Iris), 'Become' (the Daffodil) and 'Be' (the Lily). Taking the reader on a daring and magical journey through the author's life and imagination—from stage fright and burnout in a classical music conservatory, to life inside an Indian temple, to a hidden life of domestic violence, to finding inner peace atop an old English footbridge—***The Garden of the Soul*** explores birth, death, love, art, spirituality and transformation in an eloquent, poetic and ultimately unforgettable way. It is an open invitation to readers to explore how they are already the heroes of their own lives. Within the first few days of its release, the book attained Amazon bestseller status in both the UK and US in the New Age, Mind-Body-Spirit, Spirituality and Self-Help categories.



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### **STORY ANGLES**

#### **The 7 Graces of Marketing:**

Dubbed a "marketing guru" by many, believes that "old school marketing" is making us ill, and calls upon us to adopt a new paradigm based upon collaboration and community, rather than competition and fear.

#### **Becoming the hero of your own**

**life:** Every human being has a unique life calling. By looking into the essence of one's own life stories, we can discover our inner hero and bring it forward to create a better world.

#### **Lesson from the Four Flowers:**

Give, receive, become, be. Four spiritual principles providing a model for flow, balance and deeper connection, restoring overall wellbeing and increase our joy.

#### **Mind-Body-Spirit Connection:**

The connection between emotional wellbeing and physical health, especially with regards to the impact of trauma and long-term repression of emotions and authentic voice.

#### **Reconnecting to the Earth:**

Winning an award for her work in this area, Lynn explains the essence of this grassroots shift from a culture of mass consumption, towards creating a new, sustainable world that brings us closer to Self, each other and the Earth.