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FROM SURVIVAL MODE TO SUSTAINABLE SUCCESS: PHYSICAL THERAPIST AND ENTREPRENEUR OFFERS A PRACTICAL FRAMEWORK FOR HIGH PERFORMERS TO THRIVE WITHOUT BURNING OUT

LOS ANGELES, CA (SEND2PRESS NEWSWIRE): When Shanon Tysland was training for an Ironman triathlon while running a business on 60-hour workweeks, he looked like Superman from the outside. But he was actually skipping his own paychecks for five months straight to keep his employees paid while running on fumes. That tension—between the appearance of thriving and the reality of unraveling—is the story at the heart of “The Momentum Method: How to Create Energy for What Matters Most” (ISBN: 978-1-968339-30-2 [paperback]; 978-1-968339-29-6 [ebook]; 978-1-968339-31-9 [hardcover]), released by Legacy Launch Pad Publishing.

Tysland, a physical therapist, entrepreneur and founder of Experience Momentum—a B Corp-certified integrated health and performance company serving communities across the Seattle area—has spent nearly two decades helping people move better, feel stronger and live with greater intention. But the philosophy behind “The Momentum Method” wasn’t born in a clinic; it was forged through his own unraveling. Growing up in rural Iowa after his father lost his carpentry job in the early 1980s recession, Tysland learned early that resilience wasn’t a personality trait, but a survival skill. Those lessons would take on new meaning decades later when the renovation of a 10,000-square-foot wellness center pushed his finances, marriage and health to their limits.

“I spent years treating patients whose bodies were waving red flags while they kept insisting they were fine—then I looked in the mirror and realized I was doing the exact same thing,” Tysland says. “There’s a version of drive that builds you up and a version that quietly hollows you out. Most of us don’t know which one we’re running on until something breaks.”

Structured around the acronym MOMENTUM, the book gives readers a repeatable system for building sustainable energy across every dimension of life: physical, relational, professional and

spiritual. Each letter represents a distinct principle:

- **Map** (clarifying who you want to become)
- **Own** (tracking the numbers that matter)
- **Move** (using physical activity as medicine)
- **Effort** (valuing process over outcome)
- **Nourish** (prioritizing connection and community)
- **Train** (pursuing growth at the edge of discomfort)
- **Unplug** (building restoration into daily life)
- **Multiply** (extending your momentum into the lives of others)

Together, these eight principles form a daily operating system designed to work in real life with real pressures. Drawing on exercise physiology, neuroscience and habit research, Tysland challenges the myth that more hustle is the answer to burnout and drift, while a practical Healthspan Dashboard and chapters on digital distraction and midlife transitions give readers the tools to put that argument into practice.

“I don’t think people are lazy or lacking discipline. I think they’re exhausted and nobody ever gave them a framework that actually fits real life,” Tysland says. “That’s what I wanted to write. Something you can use on a Tuesday morning when things aren’t going perfectly.”

As the host of the Redefine What’s Possible podcast, Tysland explores themes of performance, resilience and sustainable leadership with athletes, entrepreneurs and everyday people who are rewriting their stories. “The Momentum Method” expands those conversations into a practical, chapter-by-chapter guide readers can return to again and again.

Tysland’s debut nonfiction book, “The Momentum Method: How to Create Energy for What Matters Most,” is available now on Amazon, Barnes & Noble and other major online booksellers.

About the Author:

Shanon Tysland is a physical therapist, entrepreneur and founder of Experience Momentum, an integrated health and performance company serving communities across the Seattle area. Since 2007, he has grown Experience Momentum into a mission-driven, B Corp-certified organization dedicated to helping people move better, feel stronger and live with greater intention.

Drawing on decades of experience in physical therapy, fitness, nutrition and leadership, Tysland helps people build sustainable energy for what matters most. He is also a husband, father of four, endurance athlete and host of the Redefine What’s Possible podcast.

For more information, visit momentummethodbook.com.

About Legacy Launch Pad Publishing:

Legacy Launch Pad Publishing is a boutique founder-led book publishing company trusted by high-income entrepreneurs to build seven-figure authority. Its authors have become *Wall Street Journal* and *USA Today* bestselling writers, landed TEDx talks based on their books and appeared on such shows as *Today* and *Good Morning America* as well as in major outlets, including *The New York Times* and *USA Today*. For more information, visit www.legacylaunchpadpub.com.

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