



MEDIA KIT

HELL IS HOLY

*The Rawest Book on
Healing Ever Written*

**VOL. 1
THE RECKONING**

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“TOO HONEST FOR THE SELF-HELP ISLE TOO RAW FOR RELIGION.”

There's a reason people either lean in or tense up when they hear the name R.T. III.

He isn't a motivational voice — he's a disruptor redefining the healing space. Before writing *Hell Is Holy*, he spent years as a high-level men's coach, pushing others to face truths he was still wrestling with himself.

What began as a private reckoning turned into a movement because he speaks the things most people are too afraid to admit. His conversations don't leave audiences comfortable, they leave them awake.



“Early readers are calling it binge-worthy, cinematic, and brutally relatable — the first book on healing that refuses to play safe.”

TALKING POINTS

- **“STEP-BY-STEP HEALING IS A LIE — AND THE INDUSTRY KNOWS IT.”**
- **“SILENCE IS KILLING MEN (AND THEIR FAMILIES) — HERE’S THE REAL COST.”**
- **“MOST PEOPLE DON’T WANT TRUTH — THEY JUST WANT RELIEF.”**
- **“WHY HELL IS HOLY READS LIKE A MOVIE — AND HITS HARDER THAN ADVICE.”**
- **“HEALING ISN’T ABOUT FEELING BETTER — IT’S ABOUT BECOMING WHO YOU WERE AFRAID TO BE.”**
- **“NO ONE’S COMING TO SAVE YOU — AND THAT’S THE MOST LIBERATING TRUTH.”**
- **“WHY PUBLISHERS PASSED ON HELL IS HOLY — AND WHY THAT WAS THE BEST THING THAT COULD’VE HAPPENED.”**

ABOUT THE BOOK

Hell Is Holy may sit in the self-help aisle, but **it isn't self-help**. It's a cinematic reckoning, a raw inner monologue that drags the entire human experience into the light: **every emotion, every scar, every unspoken truth**. Not theory. Not advice. Just the kind of honesty that won't let you look away. It provokes real healing without mantras, steps, or shortcuts, forcing you to confront yourself as the truth unfolds on the page. Many are calling it **the missing link, required reading for anyone done with surface-level healing**.

WHY BOOK R.T.III

His message is raw, but never reckless, rooted in compassion and emotional depth. He strips away the noise and reminds listeners that healing is possible when we finally have the courage to face ourselves. He speaks fully from his own experience, not in vague generalities, sharing truths most books avoid. This is exactly why Hell Is Holy is already becoming a catalyst for transformation in people's lives.

It isn't just a book. It's sparking the kind of conversations that leave audiences changed long after the episode ends.

WHAT YOU'LL GET

- **A raw, unforgettable episode** that becomes one of the most talked-about conversations on your show.
- **Lived-experience insight** (not recycled talking points) that leaves audiences wanting more.
- **Narrative-driven truth** that sparks personal breakthroughs, not just passive listening.
- **250+ story-driven entries**, each one a guaranteed goosebump moment your listeners won't forget.

IDEAL AUDIENCE FIT

- **The lost and restless:** People who've tried everything but still feel stuck in the same cycles.
- **The scarred survivors:** Those who've lived through pain, trauma, or collapse and are ready to turn scars into strength.
- **The seekers:** Men and women hungry for raw truths and self-understanding that cut deeper than clichés and trends.

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AUDIENCE DIDN'T KNOW
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