

Kevin E. Eastman

Media and Press Information



Biography



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Oakland, California native Kevin Eastman thrives on simplicity and logic. A skilled speaker, mentor, business consultant, and community activist with a “tell it like it is” mentality, he shoots straight from the hip when assisting people with personal, and professional development. He has made it his mission to assist people and businesses with overcoming the obstacles they face, no matter how minor (or major) they may be.

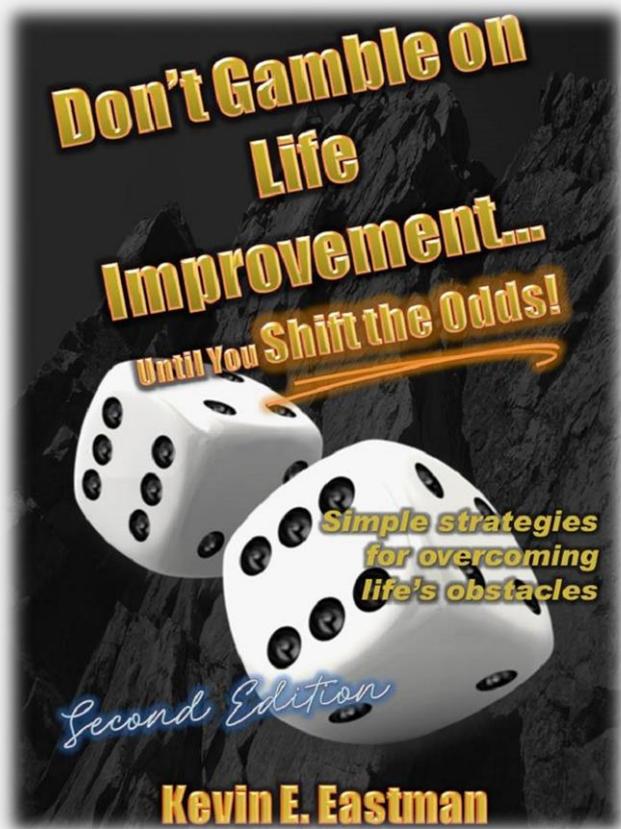
Kevin served more than 20 years on active duty in the U.S. Air Force, at locations around the world. This included stints as a military training instructor (commonly known as a "drill instructor"), and over a decade as a recruiter at the high school, college, and post-graduate levels.

Kevin has earned education degrees from the Community College of the Air Force, Columbia Southern University, and Azusa Pacific University, respectively. He is also certified in Marketing, Professional Selling Skills, Sales Coaching, and Life Coaching.

Married and residing in Southern California, Kevin enjoys being involved with various community development and improvement efforts, as a member of Alpha Phi Alpha Fraternity, playing and watching sports, traveling, listening to music, writing, reading, cooking, meeting people, and spending time with family and friends.

Current Book Details

Don't Gamble on Life Improvement... Until You Shift the Odds! (Second Edition)



Author Kevin E. Eastman delivers the second edition of his clever combination of years of personal experience, logic, humor, and observation, and reveals surprising truths about topics such as: relationships, peer pressure, the comfort zone, perception – illustrating how they (and others) may be making life unnecessarily complicated. Real scenarios identify many of these “obstacles,” and provide an effective formula for overcoming them that’s simpler than many people realize. There is value in this book for every reader. Fun and easy-to-read, but most importantly, informative and 100% real!

Read this journey to a life transformation, and learn the easy way what Kevin had to learn the hard way: To improve your life, sometimes you only need to adjust one thing. Other times... you need to adjust everything!

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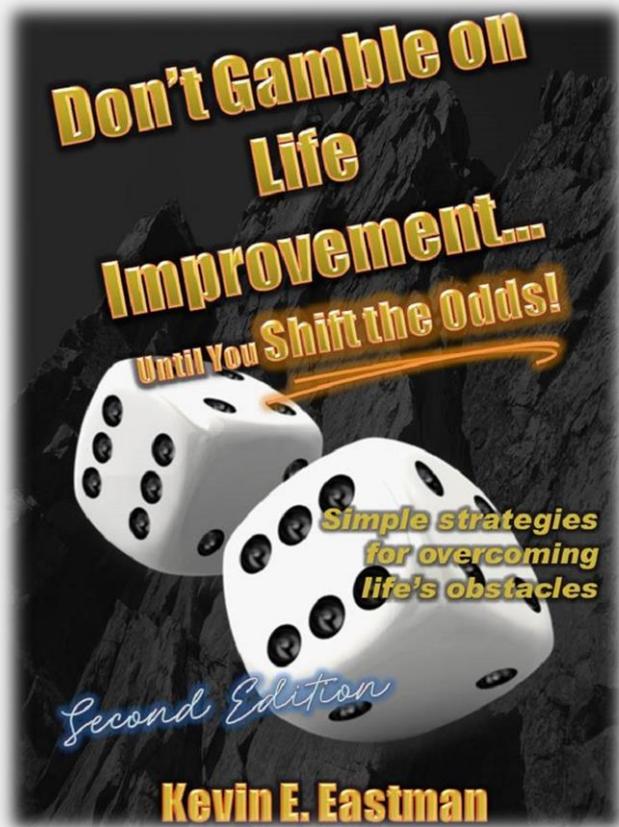
Who should read this book?

- **Everyone**, because everyone encounters obstacles. Some encounter more than others, but everyone faces them
- Anyone who’s wondered how and why obstacles keep blocking the path to success and happiness
- Anyone who serves as a mentor, teacher, or influencer in another person’s life

Read a preview: www.kevineeastman.com

Current Book Details - Continued

Don't Gamble on Life Improvement... Until You Shift the Odds! (Second Edition)



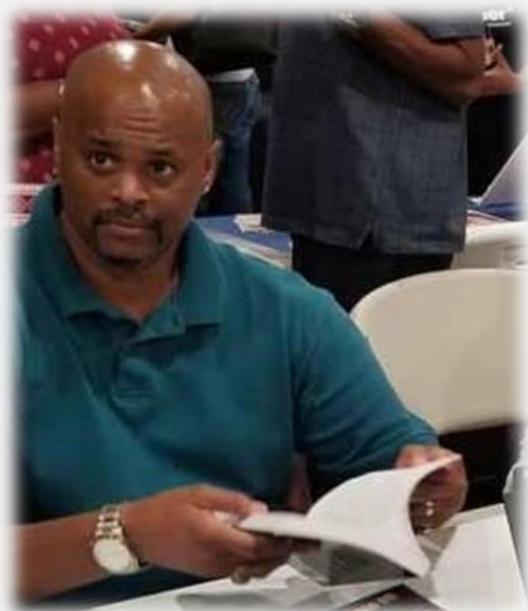
This book is unlike any of the so-called “self-help” book you’ve heard about. Kevin describes it as “self-development book disguised as a semi-memoir – real situations that have happened to real people.”

With the word “improvement” in its title, many people will expect the book to have a bunch of scientific explanations for the included topics. That’s not how it is written. While there’s nothing wrong with science, there are times when plain old common sense gets the job done just as, if not more effectively.

Topics such as relationships, the comfort zone, and your perception of your current circumstances are discussed in a practical way, so anyone who reads them can understand them. Kevin takes the reader on an inspirational journey of self-reflection and adjustment, based on over 15 years of experience as an Air Force drill instructor and recruiter, and interacting with thousands of people in, and out of the military. He shows you what he discovered in order to prevail over many of life’s most challenging obstacles. You may need the information in the book – you may not, but Kevin guarantees, you will know somebody who does!

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Excerpt

Don't Gamble on Life Improvement... Until You Shift the Odds! (Second Edition)

The following excerpt is from chapter 4, "A Fear of Winning":

Everyone has a desire to win; not everyone is *prepared* to win. It isn't always easy to spot the light at the end of the tunnel, but it *is* there. Success is yours for the taking, but it's not going to be handed to you. It takes an enormous amount of courage to change the course of your life, in order to obtain success, but it *can* be done. You must be willing to go over, under, around, or even *through* any obstacle that happens to be blocking your path to it.

Think about this: everything you want to achieve in life is located just on the other side of fear, pride, and self-doubt! The things you need are the motivation, the methods, and the tools to get you over there.

A great start is removing the thought of being afraid to fail. You're *going* to fail at some tasks, so you might as well accept it. However, the possibility of failure should never deter you from pursuing a goal you want. Failure isn't the end of the line, until you *make* it the end of the line! Use failure as a teacher instead of a roadblock.

Stay focused on the goal, not the obstacle. If you fail but still want to achieve the goal, acknowledge the failure, assess what went wrong, restructure your plan, and attack it from another direction. The goal doesn't change, but your plan to achieve it can *always* change! I mentioned flexibility earlier. *This* is why you need to develop this important trait.

Once you learn to break the cycle of caving in to fear and replace it with faith and confidence in your ability, a new path will be revealed. Fear is much easier to overcome once you realize, you've possessed what was needed to conquer it *all along!* Seriously... it's been there the whole time!

Fear has handicapped you long enough. Stop allowing it to paralyze you. You're only going to continue talking yourself out of making well-deserved progress. You need to put your foot on fear's throat, and tell it to leave you alone while you work. You need to recognize and respect fear, but not *fear* fear. That was *not* a typo, either!

Reader reviews:

"... anyone can find a golden nugget with their name on it in this book. Whether you already have awareness of self or not - you will stumble across advice that will be useful."

"The author put a lot of thought into each of his explanations, and it is clear from reading his work that he truly wants his readers to win."

"... a well-written book can paint a vivid picture with words! This book does that, and much more! Great read!"

Interview Questions

What motivates you to write?

I'm driven by a passion for helping people with achieving their goals. As a person who has struggled in several aspects of my life, before figuring out what the problem was, I'm trying to pass on some of the lessons I've learned. Perhaps one of the lessons I had to learn the hard way can save someone years of banging their head against the wall, expecting *the wall* to move, like I'd been doing. A favorite philosophy I subscribe to is, "Each one, reach one and teach one, and no one gets left behind."

How would you describe your writing style?

I would describe my writing style as down to earth. I try to write from an authentic point of view. I believe the more realistic the writing is, the more credibility it has. I prefer to write my non-fiction work using an "in-your-face" approach. Information can get lost if it's writing in a "cryptic" code. The reader may not, cannot, or will not understand it, which renders it ineffective, thus, useless.

If, and when I write a fictional story, I'll strive to include a degree of realism in the story. If the reader can visualize, or even put themselves in the story simply by reading the words, it has a much bigger impact, which is the goal of *any* book.

What are some obstacles you've encountered as an author?

Unless an author has established a fan base like J.K. Rowling, James Patterson, or Stephen King, being an author can be a tough journey. The genre of your book can make it even tougher. As a fairly unknown non-fiction author, one of the unique challenges I face is trying to convince a person to explore a different way of thinking, when they're convinced that their current way is working. Gaining exposure is a major hurdle, when people don't know who you are. Getting readers to believe in your work enough to pay their *money* for it, is another. One of the biggest obstacle for me is figuring out which methods of gaining notoriety work best. What's going to motivate a potential reader to grab a copy of my book? What works for one person, may bomb miserably for another.

Do you have a preferred method of publishing?

It's the more challenging path, but I have a fondness for self-publishing. I enjoy maintaining creative control of what I write, and how it's delivered. I may not have the financial backing, or image a major publishing house would likely offer, but there's no better feeling for an author, than knowing your words were published exactly the way you intended.

Interview Questions – Continued

Where did the idea for your book come from?

“Don’t Gamble...” is the result of my passion for helping others. I realized my life wasn’t going the way I’d planned, and I needed to figure out why. I went through a stretch where I was looking for every reason under the sun why things were going wrong, but none of those “reasons” seemed to fix my issues. Finally, in an act of desperation, I started recalling information I’d been told by mentors and influencers, and had to accept the necessary, but painful possibility that the problem may be me! From that, a different perspective came to light, and that began my turnaround. I learned how to get out of my own way (which wasn’t easy!), and my life took a drastic turn for the better. I figured I can’t be the only person who could benefit from what I learned, so I decided to publish a few of those lessons. My book is part entertainment, part self-development, and part memoir, but intended to help the reader make positive adjustments.

Have you applied any of the strategies you mention in the book?

Absolutely! I’ve applied all of them in my life. *“Don’t Gamble...”* was written from an authentic place. My experiences are prevalent throughout the book, and made it a point to include real-life examples, in efforts to speak directly to the reader. I used scenarios most people can relate to. I figure, if the reader sees a person who’s faced similar obstacles, and found ways to overcome them, they may feel it’s possible for them to overcome them, as well.

Any advice for a nervous first-time author trying to develop their project?

Aside from the usual “Always believe in yourself” advice everyone gives, I’d tell the first-time author to write often, resist procrastination, and don’t write with the idea that you’re going to please everyone with what you write. That’s an impossible task! The bottom line is, some people will like what you write – others are going to dislike it. That’s the price of publishing a book. You must be able to push through the periods of self-doubt, because there will be many! One of the best pieces of advice I’ve gotten was from an author friend of mine, *“No one can write your story better than you! Believe in your work and speak as if you do, and it will reach the people it’s supposed to reach.”*

Any new projects in the works?

As a matter of fact, I’m working on a fictional story, which I think readers will enjoy. I’m also in the development stages of a book that will be along the same lines as *“Don’t Gamble...”* – helping the reader simplify things in their life. Of course, the content will be different, but the premise remains unchanged: assist the reader with making sense out of chaos. With my books, particularly the non-fiction ones, readers may laugh, get angry, sad, etc., but the goal is motivating them to take some type of action to positively effect something they’re not satisfied with in their life! With fiction, the idea is to entertain the reader in a realistic manner.