

# Kevin E. Eastman



**Media and Press Information**

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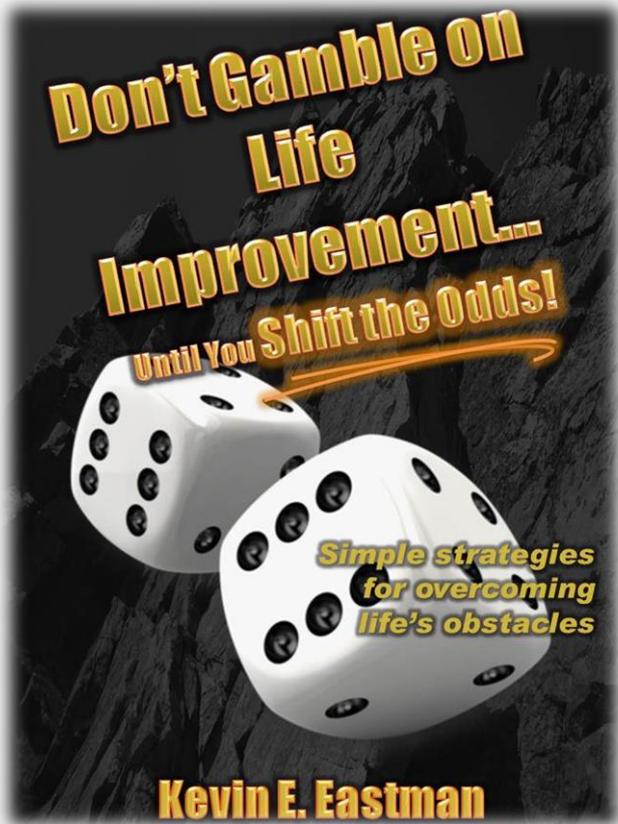
Oakland, California native Kevin Eastman thrives on simplicity and logic. A skilled public speaker, mentor, and community activist with a “tell it like it is” mentality, he shoots straight from the hip when assisting people with their personal development. His personal mission is to assist as many people as possible with overcoming the obstacles they face, no matter how minor (or major) they may be.

Kevin wore the U.S. Air Force uniform for over 20 years on active duty, working at locations around the world in multiple capacities. This included stints as a military training instructor (commonly known as a "drill instructor"), and 14 years as a recruiter at the high school, college, and post-graduate levels.

Kevin holds undergraduate education degrees from the Community College of the Air Force and Columbia Southern University, and a graduate degree from Azusa Pacific University, respectively. He also holds certifications in Marketing, Professional Selling Skills, and Sales Coaching.

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

# Don't Gamble on Life Improvement... Until You Shift the Odds!



Life throws curveballs, barriers, roadblocks, and obstacles at you, regardless of who you are. Ever wonder how or why they keep getting in the way? The answer *itself* may be a curveball.

Kevin E. Eastman delivers a powerful punch with this unprecedented, no-holds-barred approach that will challenge your thinking! It's a clever combination of personal experience, logic, humor, and observation that reveals surprising truths about several topics that may posing as obstacles, and making life unnecessarily complicated. Growth occurs by going beyond the boundaries of comfort, and this book will test those boundaries. The formula for overcoming obstacles may not be what you'd expect. Sometimes, you don't need to adjust anything. Other times... you need to adjust everything!

Gambling on improvement shouldn't be done if the odds aren't in your favor, and Kevin takes the guesswork of getting them there. This is a must-read for anyone tired of hitting "detours" on the path to success and happiness. The jaw-dropping explanations are raw, hard-hitting, and in your face. However, they're easy-to-read, fun, and most importantly, informative and 100% real!

**Publisher:** Kevin E. Eastman  
**Cover Designer:** Kevin E. Eastman  
**Print ISBN:** 978-0-9985223-0-2  
**E-Book ISBN:** 978-0-9985223-1-9  
**Amazon:** <http://a.co/hr7vm27>  
**Barnes & Noble:**  
<https://www.barnesandnoble.com/w/dont-gamble-on-life-improvement-until-you-shift-the-odds-kevin-e-eastman/1127790413?ean=9780998522302>

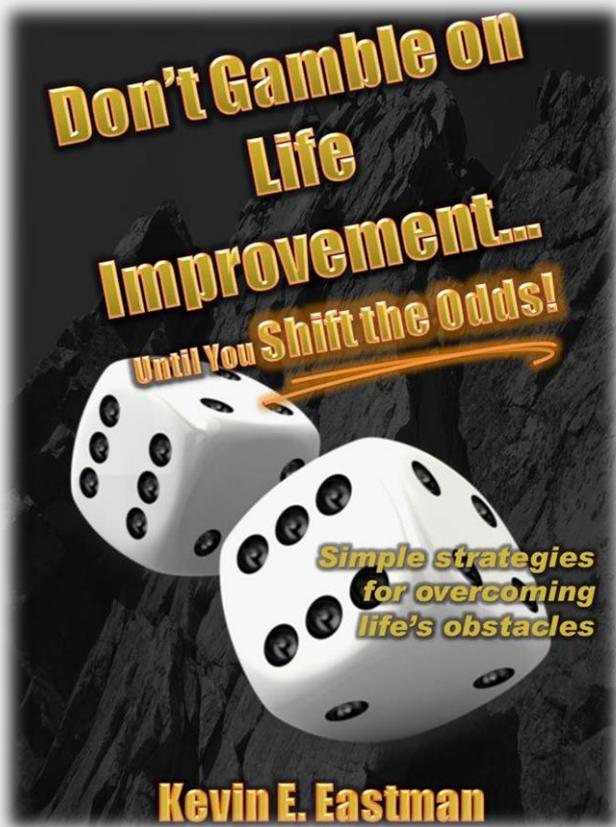
**Goodreads:**  
[https://www.goodreads.com/book/show/37971683-don-t-gamble-on-life-improvement-until-you-shift-the-odds?from\\_search=true](https://www.goodreads.com/book/show/37971683-don-t-gamble-on-life-improvement-until-you-shift-the-odds?from_search=true)

### Who should read the book?

- **Everyone**, because everyone encounters obstacles! Some more than others, but everyone does.
- Anyone who's ever 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

The entire first chapter is available for **free** at:  
[www.kevineeastman.com](http://www.kevineeastman.com)

# Don't Gamble on Life Improvement... Until You Shift the Odds!

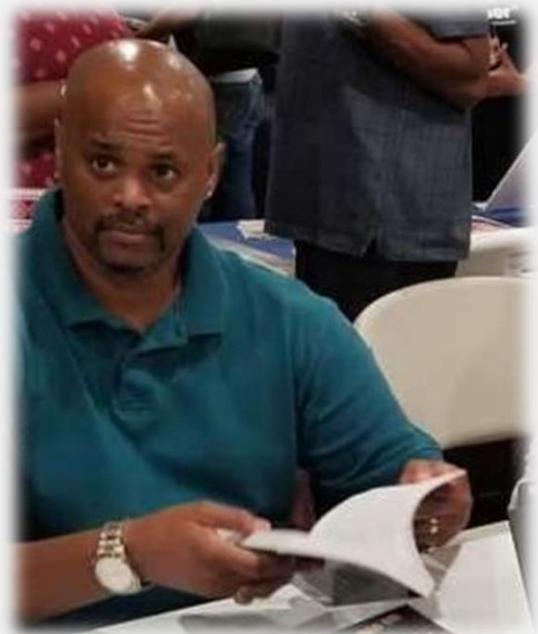


This book is probably unlike any self-help book you've read. Kevin describes it as "self-development book disguised in a semi-memoir – real situations that have happened to real people."

With the word "improvement" in its title, many people will expect this 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 where 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, interacting with thousands of people. 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 somebody you know does... guaranteed!

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# Don't Gamble on Life Improvement... Until You Shift the Odds!

The following excerpt is taken 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 won't be handed to you. It takes an enormous amount of courage to change. You must be willing to go over, under, around, or *through* any obstacle that happens to be in your way. Think about this: everything you want to achieve is located just on the other side of fear and self-doubt! All you need is a method 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; 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 the plan and attack it from another direction. The goal isn't going to change, but your plan to achieve it can *always* change!

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 when 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'll only 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 wasn't 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."*

*"... it's as if I can feel the emotions of the writer!"*

*"... 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 my passion for helping other people achieve their goals. As a person that has struggled in several aspects of my own life before figuring out what the problem was, I'm trying to pass on some of the lessons I've learned. Perhaps what I had to learn the hard way, can save someone else years of banging their head against the wall like I did. A philosophy I subscribe to is, *"Each one teach one, and no one gets left behind."*

## How would you describe your writing style?

With my non-fiction writing, 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 written in a cryptic code. The reader may not, can't, or doesn't understand it, which means it's useless.

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

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

Unless you have an established 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'm faced with is trying to convince a person to explore a different way of thinking, when they're convinced their current way of thinking 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. I think the biggest obstacle for me is figuring out which methods of 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 with another.

## Do you have a preference for your method of publishing?

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

# Interview Questions

## Where did the idea for this book come from?

“Don’t Gamble...” is the result of my passion for helping other people. At one point, I realized my life wasn’t going the way I’d planned, and I needed to figure out why. I went through a long stretch where I was looking for every reason under the sun things were going wrong, but none of those “reasons” I found seemed to fix anything. Finally, in an act of desperation, I started thinking about things my mentors and influencers had told me, and had to accept the necessary, but painful possibility that the problem might be *me*! From that, a new perspective came to light, and began a new learning curve. Once I learned to get out of my own way (which wasn’t easy!), life took an entirely different direction. I figured I can’t be the only person who’d benefit from what I discovered, so I decided to publish my lessons. The book is part entertainment, part self-development, and part “memoir” – real things that have happened to real people.

## Have you applied any of the strategies mentioned in the book?

Absolutely! “*Don’t Gamble...*” was written from a very real place. My experience are prevalent throughout the book. I made it a point to use real-life examples, in an effort to speak directly to the reader, and show scenarios they can relate to. If the reader learns about someone who’s faced similar obstacles as they have, yet 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?

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

## Are there any plans for new projects?

As a matter of fact, I’m currently developing a second book. It’s along the same lines as the first – helping the reader simplify things in their life. Of course with a second book, there has to be different content, but the purpose remains the same: assist the reader with making sense out of the chaos they encounter. With my books, readers may laugh, get angry, sad, etc., but the goal is to get them to take action!