

GUIDEBOOK SUMMARY

Alan Hobson's "Cancer Survivorship from the Inside Out"

WHO: For anyone with any type of cancer, anytime, anywhere

WHAT:

- Everything you need to know if you or someone you know is diagnosed
- Combines the psychology of survivorship with the physiology of treatment
- Part of the larger *Climb Back from Cancer Survivorship Program* — the 1st of its kind in the world created by a survivor to help maximize the chances of others becoming survivors
- Thanks to sponsors, the complete online program is FREE to recipients!

WHEN:

- Primarily for use between diagnosis & treatment — when patients have a minimum amount of information but a maximum amount of stress
- Can also be used during or after treatment

WHY:

- Because 2 out of every 3 people diagnosed survive the disease
- There are now about 15 million survivors in North America
- The number of survivors increases by about *a million* every year!

HOW:

- Guides readers through 7 steps to move them from anxiety to effective action...

Step 1: Get the Right Information

Step 2: Make a Plan

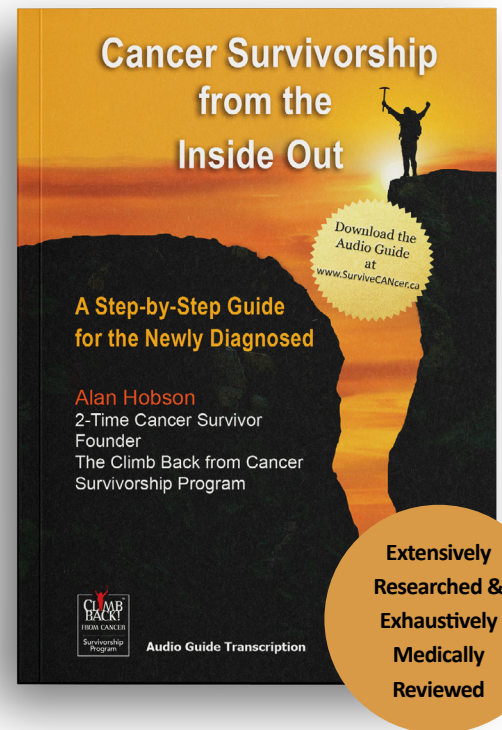
Step 3: Choose a Team

Step 4: Prepare Yourself Mentally

Step 5: Measure Success by Effort & Honor

Step 6: Execute with an "Adventure Attitude"

Step 7: *Keep Climbing!*



CONTENT INCLUDES

- ✓ Diagnosis, prognosis & treatment options
- ✓ Fear & energy management
- ✓ How to overcome fatigue & depression
- ✓ How to use meditation & relaxation
- ✓ Nutrition, hydration, visualization & so much more

“This guidebook is a 5 out of 5 that I would definitely recommend to every cancer patient out there.”

Tamara Joel Lindsay
Breast Cancer Survivor



*Everything You Need to Know
If You're Diagnosed with Cancer*



**“A must-read,
how-to survival
manual.”**

Harry E. Rhoads, Jr.
4-Time Melanoma Survivor



DISTINCTIVE CONTENT

- Focus on healing, not fighting – leave the fight to the physicians
- Embrace an “Adventure Attitude”
- Concentrate on what is still within your control — *The 6 Essentials for Life* (What We Eat, Drink, Think, Breathe, How We Rest & How We’re Active)
- Measure success by effort & honor, not by outcome
- Quality of life is more important than quantity of life

COMPREHENSIVE, CONCISE & CLEAR

- Allows patients to cut through the chaos of their diagnosis & create their own empowered answer to cancer
- Has garnered high praise from medical professionals, patients & caregivers alike

POWERFUL WORDS TO LIVE BY

- “Across all cancers, 2 out of every 3 people diagnosed survive.” (p. 3)
- “The greatest antidote for fear is effective action.” (p. 26)
- “Our real objective isn’t to fight cancer, it’s to heal from it.” (p. 28)
- “Stay 100% present.” (p. 19)
- “Courage is not the absence of fear, it is acting in spite of it.” (p. 22)
- “On the other side of fear is freedom.” (p. 9)

ALAN’S INSPIRATIONAL STORY

- 2-time cancer survivor: acute leukemia (a very aggressive blood cancer) & a preliminary form of colorectal cancer
- Endured more than 500 hours of infusion chemotherapy as an in-patient
- Received a life-saving adult blood stem cell transplant (the modern-day equivalent of a bone marrow transplant)
- On the day of the transplant, Alan was so weak from treatment fatigue that he could not stand for more than a minute
- Miraculously, he survived to thrive
- Featured as an in-studio guest on *Oprah*
- For 10 years after his treatment, he coached scores of newly diagnosed patients across a wide variety of cancers
- This led to the creation of the guidebook and *The Climb Back from Cancer Survivorship Program*
- Today, Alan has been leukemia-free for over 20 years and is officially medically cured
- One of less than a few dozen people in the world to regain an elite level of fitness after an adult blood stem cell transplant for the treatment of acute leukemia
- Former Mt. Everest climber & summiteer
- Winner, *The William Randolph Hearst Award for Excellence in News Writing*
- Bestselling author of 7 books, renowned speaker, world adventurer

