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The Art of Selflove Reveals Three Simple Steps to Overcoming Self-Attack and Developing a Conscious & Loving Attitude

*Revolutionary New Book Release Introduces The Welcoming-Process™, Developed by
International Somatic Therapist*

San Francisco, California – Millions of men and women across the globe suffer from the damaging consequences of negative self-talk and self-criticism, resulting in their inability to achieve personal or career success, and preventing them from finding the happiness they truly yearn for. In his soon-to-be released, self-empowering book, “The Art of Selflove,” Frank Lobsiger shares his revolutionary, easy-to-follow, three-step method now known as The Welcoming-Process™, designed to help men and women transform self-attack into self-esteem, self-confidence and self-love.

“If you never learn to relate to yourself in a conscious and loving way, then happiness will always prove elusive, because you will keep looking for it *out there*, in the external world where you can never really find it,” said Frank Lobsiger, author, seminar leader and internationally trained somatic therapist. “The good news is you can learn to love yourself. There is a way to overcome self-criticism and negative self-talk and embrace the love that comes from within. Seeking true fulfillment by cultivating the art of selflove is achievable for everyone, and it will bring you greater happiness and freedom than you’ve ever known.”

“The Art of Selflove” is a practical approach to cultivating a lifelong loving relationship with yourself. The book is written for men and women who suffer from self-criticism and low self-esteem, have experienced the loss of a loved one, or who simply want to acquire the art of loving as a practical method to loving themselves and others. The book explores the dynamics of human nature and human behavior, and the importance of becoming aware of one’s own experience in order to cultivate a conscious and loving attitude toward one’s experience; fundamentally oneself. Additionally, the book guides readers through an easy-to-follow method called the Welcoming-Process™ designed to help to end the self-perpetuating, vicious circle of self-attack and to begin cultivating a positive, and empowering Selflove-cycle.

The Welcoming-Process™, explained in a step-by-step manner in, “The Art of Selflove,” is a revolutionary new method developed by Frank Lobsiger that can be easily applied by everybody in one’s daily life. As a somatic therapist specializing in body-centered psychotherapy, neuromuscular re-education, trauma-healing and dream work, Lobsiger has used the process with his clients to help them overcome self-criticism, emotional, as well as relational challenges and transform their negative feelings about themselves. The process helps individuals cultivate their inner observer for greater self-awareness and

mindfulness and learn to master the skill for relating to themselves and others in a more conscious and loving way.

“The Welcoming-Process™ is uniquely designed to help men and women empower themselves by taking responsibility for their here and now experience and re-connect with their inner self, which is the true source of love and happiness,” said Lobsiger. “When you commit to the process and follow it consistently you will feel more loved, happy and whole from within, and will feel less dependent on others to give you the loving support that we as human beings all need and long for.”

“The Art of Selflove” includes simple exercises, eye-catching illustrations and easy-to-read text boxes to help the reader fully embrace and implement The Welcoming-Process™. For a more interactive experience, one-on-one Selflove phone coaching sessions, group Selflove tele-seminars and live Selflove trainings with Frank Lobsiger are also available by submitting a request via the website.

“The Art of Selflove” will be available for purchase on June 21, 2010. To purchase your copy or to learn more about Frank Lobsiger, visit www.TheArtofSelflove.com. The book can also be ordered in your local bookstore. To contact Frank Lobsiger for interviews, speaking engagements, or other opportunities, send requests to franklobsiger@theartofselflove.com or call 831-359-4879.

About the Author

Frank M. Lobsiger is an author, seminar leader, and internationally trained somatic therapist, specializing in body-centered psychotherapy, neuromuscular re-education, trauma-healing, and dream work. Created out of personal and professional experiences and extensive research, the Welcoming-Process™ is Frank’s most successful methodology for transforming self-attack into Selflove among his clients. Frank established his private practice in his home country of Switzerland in 1996. He offers therapy, phone coaching sessions, and Selflove trainings to individuals and groups all over the world. Visit www.TheArtofSelflove.com for more information.

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