

The Weekly Newsmagazine of Science

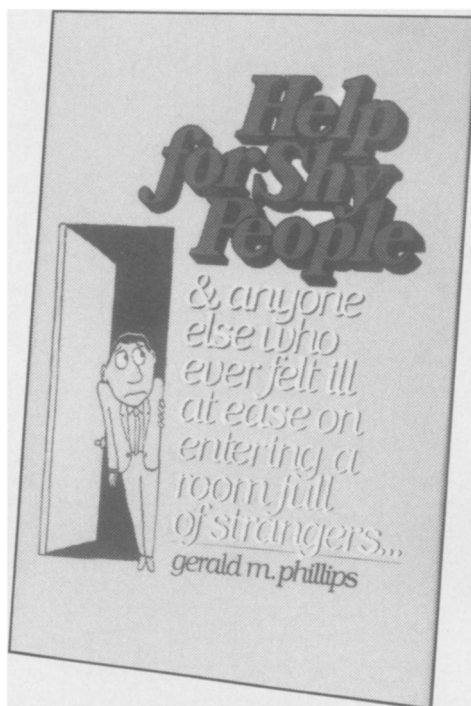
# SCIENCE NEWS

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## *Muscling Out Mussels*

# Even the painfully shy can learn to get “...fame, fortune and beautiful lovers...”



Freud stated that "...fame, fortune and beautiful lovers..." are the aspirations of artists. If you're shy, such aspirations are painful fantasies. The shy person is usually convinced that their shyness is an insurmountable obstacle. And as a result, they're condemned to 'lives of quiet desperation'.

Totally wrong. "Help for Shy People" shows you why.

Its author, Gerald M. Phillips (Ph.D., Professor of Speech Communication at Pennsylvania State University and the leading authority on Shyness), explains: "This book is directed at ways to improve your speech communication skills... Generally, shy people lack one or more of three capabilities: (1) the ability to think up appropriate things to say, (2) the ability to say things effectively, and (3) the ability to assess how well they are doing."

The recognition that *shyness stems from a lack of skill rather than a psychological disorder* is critical. Accepting that vital distinction opens the door to the means of dealing and changing the behavior of a shy person.

The book's twelve chapters and 250 pages provide you with a thorough understanding of what's known about shyness is a problem, such as:

- Routine Social Encounters
- Building Friendships
- Work Situations
- Love

The chapters are practical. There are detailed instructions on how to deal with the daily, ordinary instances which invariably hobble the shy person.

The chapters also provide detailed tests and practice outlines by which you can train yourself out of being shy. And each chapter provides a relevant list of suggested readings that further buttress your efforts.

Shy people don't have to be told the prohibitive cost—social and economic—of their condition. What nearly all don't realize is that they can, with the kind of assistance offered by "Help for Shy People", change their 'lot'.

Please don't demonstrate any shyness in finding out how to help yourself. Order "Help for Shy People" today at its sale price of just \$6.95.

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