

Show backbone. Show cojones. Show who you are.

“Cojones are useful in more situations than you think!”

Jessica Reyes Rodriguez

Why I wrote this book



© private

Good to know!

‘Cojones’: In the author’s Spanish cultural background – and widely understood internationally – the word ‘cojones’ is used as a metaphor for backbone, assertiveness and self-worth.

For anyone who wants to market their products, services and themselves effectively and with confidence.

With videos as digital bonus content

The author is host of the podcast Personality. A dedicated podcast series to accompany the book is currently development.

Backlist Highlight



Florian Pressler
Asserting Yourself Without Butting Heads

How to Get What You Want from Others Without Burning Bridges
ISBN 978-3-96739-185-5

- Cojones and charisma to go
- Present yourself with confidence and stop selling yourself short
- With reflection prompts and action-based exercises to overcome blocks, fears and limiting beliefs

Have you ever walked out of an important conversation knowing you didn't say what you wanted to say? You never got to tell your side of the story. You walked away feeling deflated, with the feeling you'd sold yourself short once again.

Now imagine the opposite. Imagine leaving your next meeting with your head held high, knowing you'd put forward all of your arguments, handled every criticism with ease and done it with wit and easy charm. Imagine leaving the conversation having shown – calmly but firmly – that you are a person who stands your ground. You'd be a person with cojones: someone courageous, assertive and no longer playing small.

In this book, Jessica Reyes Rodriguez shows you how to develop the metaphorical cojones to assert yourself and respond with confidence. Accompanying chapter videos expand on the key ideas; practical self-reflection exercises challenge you to take action.

Jessica Reyes Rodriguez is a presentation coach, creative director and professional voice artist. Drawing on years of experience in television, theatre and the advertising industry, she coaches her clients to present themselves with confidence and authenticity. She delivers marketing seminars, presentation & speaker training and business impact workshops across Germany for companies, freelancers and creatives. Her mission is to help people cultivate a self-assured presence and communicate with clarity and impact.



Jessica Reyes Rodriguez

Cojones!

Communicate with clarity, own your presence, act with impact

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Genre:

SELF-HELP / Personal Growth / Self-Esteem

SELF-HELP / Communication & Social Skills

SELF-HELP / Personal Growth / Success