

Regular Joe vs. Mr Invincible

The Battle for the True Man

"You know what men are like...she'll be right mate"



Why doesn't he just go to the doctor?

While it might be that simple for women, it's just not that straightforward in the man's internal thinking world.

Paul, a 67 year old retired senior manager interviewed for the book commented;

"I mean, males can't unload the same, they don't have the capacity to unload the same as females. I mean, most females like to chatter and talk, it's part of the psyche. Males are not as easy...they're not willing to share they've got a problem because that will be a huge weakness and then suddenly they'll be looked at inferiorly..."

He doesn't listen...

As Adam, a 51 year old Director shares with us;

"It's hard to see it coming, to be honest with you, because we're men and we like to think that I'm just going through a tough period. Elizabeth, you make a lot of excuses over time... you're denying it at this point...we downplay it to ourselves first. What happens in that respect is that you start to smoke...geez that was easy because you generally started to drink more – but we're not really drinking more, it's 'no, no, no, the wife's got it wrong, I'm just relaxing.'"

"Regular Joe vs. Mr Invincible – The Battle for the True Man" has six Australian men courageously share their internal battle in managing their health and manhood. These six men raise our awareness on how his Regular Joe battles it out with his Mr Invincible on a daily basis. This book is an easy to read, non-technical book written for all men and women.

Wives are desperate to connect with their husbands who retreat because of health concerns. Sons and daughters miss out on the value of the fatherly love they could be receiving because dad is struggling within himself. Husband and father want a way out but don't know what's happening or what to do next

Men's roles have changed. Their masculine identity has taken a hit. Their façade and ego of Mr Invincible have got their Regular Joe in a headlock. Their True Man is suffocating. Depression symptoms arise. Anxiety is rife. Alcohol abuse triples in men. Suicide becomes a risk.

He won't show it or say anything, his Mr Invincible *sadly doesn't know how*.
His health problems then tell the tale.

"Regular Joe vs. Mr Invincible- The Battle for the True Man"
provides insight and tools to help their True Man rise.

RRP \$29.95.

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