

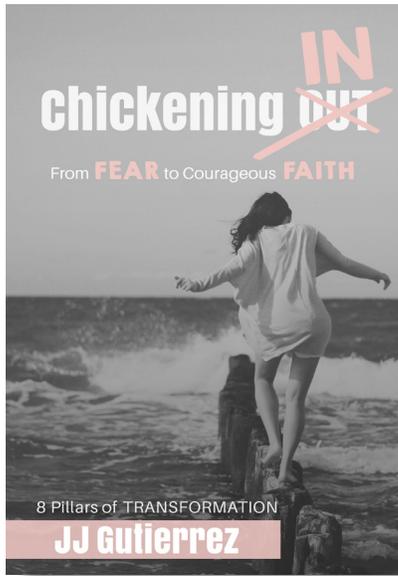


Chickening IN news release

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BUSINESS SALES EXECUTIVE-TURNED-AUTHOR TEACHES WOMEN HOW TO "CHICKEN IN" CHOOSES FAITH OVER FEAR



RELEASE DATE: March 24, 2020
TRADE Paperback
PAGES: 164
PRICE: \$16.99
ISBN: 9781620206065

For immediate release: In her new book, *Chickening IN*, debut author JJ Gutierrez challenges women to transform their lives with eight pillars that will help them chicken IN, instead of chicken OUT.

"In the simplest terms, Chickening IN means to courageously and intentionally put feet to your faith," writes Gutierrez. "I have learned practical ways to face my fear, create action plans, take smart chances, and be happy with who I am."

Gutierrez was inspired by her six-year-old daughter, Hope, who overheard her mother confessing her fears to someone. "I said, 'I chickened out again!' We both giggled, knowing life decisions are difficult. From across the table, in a sudden, confident, matter-of-fact voice, my daughter said, 'Chicken IN, Mom, just Chicken IN!'"

From there, Gutierrez decided to follow her heart's desire to leave a successful career in sales and pursue her dream as a writer. Using her own life experiences, including the death of her mom when Gutierrez was just 18 and forced to take care of her younger sister, the author leads the reader through Scripture to show how faith can overcome fear.

"Fear steals hope, transformation, and action if we let it," Gutierrez points out in her book. "At times, fear feels like a good thing because it keeps us safe, but we really have to consider what 'safety' might be costing us. Sometimes, it helps to do something as simple as making a cost and benefit list to consider what fear is costing you."

Through eight simple steps, Gutierrez urges her readers to stop chickening OUT and learn how to Chicken IN instead.

About the Book

Like the flip of a switch, Chickening IN created an epiphany or "God Moment." Where there was once hopelessness, fear, and doubt . . . now there is new found hope, courage, and strength.

We live in an unpredictable, uncontrollable world where things change often, and fear can plant itself deeply within our hearts. Chickening IN is a practical approach to defeating the fear and doubt that is preventing us from becoming brave, bold women of God.

Do you long to overcome the fear and doubt that is sabotaging the life God has for you? Are you ready to grow in courage and put feet to your faith? You've come to the right place! I'd like to invite you to join me on a transformation journey to stop chickening out and start Chickening IN.

By accepting my invitation you will embark into the land of transformation. A place where fear-filled lives can be reconstructed into courageous faith-filled lives. Chickening IN will require hard work and honest assessment, but I will lead you step by step through the eight pillars of Chickening IN that have changed my life and that can change your life, too!

About the Author

JJ Gutierrez is living the Chickening IN life! Her firsthand knowledge of overcoming fear makes her well-equipped to share her Chickening IN journey. JJ spent 17 years as a successful Senior Business Sales Executive where she mastered the art of strategic planning. JJ made a very bold and courageous decision to quit her six-figure income career and become a homeschool mom, and now she writes and speaks on the subject of fear, courage, and faith. She attributes any success or victories over fear to her twenty-five-year relationship with Jesus Christ. JJ lives in Southern California, with her husband and tween daughter. Her two oldest daughters have launched into adulthood.

To connect with the author or request a review copy of *Chickening IN*, please contact publicity director Liz Burgdorf at media@emeraldhouse.com.

ABOUT THE PUBLISHER: Ambassador International was founded in 1980 in Belfast, Northern Ireland and expanded to Greenville, South Carolina in 1995. Ambassador International's books and materials have been distributed in dozens of countries and are sold worldwide. For more information visit www.ambassador-international.com. You can also follow @AmbassadorIntl on Twitter or check out Facebook.com/AmbassadorIntl.

Suggested Interview Questions for the Author:

1. What has been your biggest Chickening IN moment?
2. Can one word really change your life?
3. Does everyone deal with fear?
4. What has been your biggest Chickening IN moment?
5. What does it mean to have a conversation with fear and why should we move that conversation to God?
6. What would you tell someone who needs to make a courageous decision but is afraid?
7. What does traveling down new roads mean?
8. Why is taking calculated risk so important?
9. Why should someone read this book?
10. Explain what “faith is like the frosting between the layers of cake” mean?



author bio

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JJ GUTIERREZ *Author of "Chickening IN"*



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Connect with the Author

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