



**In Bookstores March 23, 2021**

[www.richardlui.com](http://www.richardlui.com)

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Publisher: Zondervan

Hardcover: 240 pages

ISBN-10 : 0310362393

ISBN-13 : 978-0310362395



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## 1. TODAY'S SELFISH PANDEMIC

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Seven years ago, Richard Lui walked into his supervisor's office at NBC's 30 Rock headquarters, prepared to give up his dream job. Having just learned of his father's Alzheimer's, the news anchor wanted to be with him during his important last years, even if it meant setting aside his career. So Lui reduced his work hours and joined 53 million Americans in becoming a family caregiver.

In his new book, *Enough About Me: The Unexpected Power of Selflessness*, Lui opens up about helping his father and living to take care of somebody else. He couples his story with research and tips on how and why living selflessly can bring joy despite difficulty.

Today, Lui observes, America suffers from a selfish pandemic. There is an apathy problem — from everyday Twitter disrespect to a rise in hate crimes. Lui reflects on his recent reporting on race-based violence, spree killers, and political animosity as some examples of how he's seen in his stories selfish acts rise in frequency.

On the flip side, he shares behind the scenes stories of the heroes who have shown him how small, practical choices can stop this selfish pandemic. How his coverage of breaking news over the years like the Paris terrorist attacks, racial strife, and COVID-19, he met those who rose above to be helpful, self-sacrificing and generous in the face of tragedy and loss.

What if your path to a more successful, healthy, and satisfying life is actually not about you? You might call it the anti-self-help approach to self-help.

## 2. READER PAYOFF

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In every decision, big and small, Lui looks into hidden opportunities to put others ahead of himself. Similar to training physical muscles, we must train our decision-making muscles to choose others over ourselves in order to have unexpected smiles and renewed balance in our lives.

From a journalist's point of view, he digs into and shares stories from his seven-year "selfless" exploration. Lui shares practical tips, tools, and mnemonics learned along the way to help shift the way we think and live:

- Selfless decision methods and practices for work, home, relationships, and community
- Studies and research which show the personal benefits of being selfless
- A pragmatic debate on whether selflessness is even possible
- Practical, bite-sized ways to be selfless
- Entertaining and shareable stories to inspire you to selflessness

Lui ultimately shares how small choices toward selflessness are not a compromise, but instead a way to a more satisfying life. Choice by choice, step by step, the path to a more satisfying and fulfilling journey is right here in the people around us.

### 3. AUTHOR, COLLABORATOR, AND RESEARCHER

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Author Richard Lui is a veteran and award-winning journalist with more than 30 years in television, film, technology, and business. Currently at MSNBC and previously with CNN Worldwide, he is the first Asian American man to anchor a daily national cable news program, and a team Emmy and Peabody winner. He has just completed an Oscars Qualifying documentary on student caregivers in military families that will hit national broadcast and mainstream streaming in late spring 2021. In addition, Richard's 15-year business career involves a fintech patent and launching six tech brands over three business cycles. Richard has lived, worked, and volunteered on every continent. Learn more at [www.richardlui.com](http://www.richardlui.com).



Collaborator Nancy French is a five-time New York Times best-selling author. She has written multiple books for Olympians, political leaders, television personalities, political dissidents, and television stars. Her most recent book is a collaboration with Alice Marie Johnson on “After Life: My Journey from Incarceration to Freedom,” with a foreword by Kim Kardashian West. She has also written essays in numerous publications, such as the *New York Times*, the *Washington Post*, *USA Today*, *Parents*, the *Philadelphia Inquirer*, and *National Review*. She lives in Columbia, Tennessee with her husband, David, and their three children. Learn more at [nancyfrench.com](http://nancyfrench.com).



Researcher Pelin Kesebir is an Assistant Scientist at the Center for Healthy Minds at the University of Wisconsin. Pelin is a social psychologist interested in the study of happiness and virtue. The ultimate goal of her research is to gain insights into the bidirectional relationship between virtue and happiness while discovering ways to encourage virtuous cycles in people. Her work so far has focused on the role of self-transcendent virtues such as humility in mollifying anxiety and fostering existential well-being.



## 4. ENDORSEMENTS

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"This is a must-read for business leaders that is surprisingly entertaining. It offers a shortcut to life lessons that typically take years in our personal and professional lives to realize. This book will forever change the way you think about selflessness.

**Ron Insana**

**CNBC**

**Senior Analyst and Commentator**

"The ups and downs of Richard's life are somehow simultaneously a truly remarkable and yet all-too-familiar human story. Part humorous personal memoir, part journalism career guidebook, part introspective man's hard-earned life lessons, if you ever wished you could get a concentrated shot of almost 50 years of life experience in one book, this is a great chance to do so.

**Ronny Chieng**

**The Daily Show with Trevor Noah**

**Comedian and Correspondent**

"Enough About Me pulls you in with fascinating stories from MSNBC journalist Richard Lui's life and career -- timely, emotional, and authentic -- it's enjoyable content from a leading influencer.

#EnoughAboutMe is worth sharing."

**Wes Finley**

**Facebook**

**Head of Global Social Marketing**

"Ambitious and not merely well researched. Richard Lui has captured the emotions that drive people to make a difference in the lives of others. This book is essential for those who want to explore new thinking on one of today's most pressing societal issues."

**Colonel Jack Jacobs**

**U.S. Army (Ret), Medal of Honor**

"To successfully navigate these racially divisive times, we must think outside ourselves and not isolate according to race. Racism is selfish. Enough About Me helps us steer clear of the shoals of selfishness by instead making others a priority. Thank you for sharing your beat, your lens, your road... You show us how to be better."

**Paula Madison**

**NBCUniversal**

**EVP (retired), "One of 75 Most Powerful African Americans in Corporate America"**

"Richard is living a life of service. What an extraordinary testament to the best in human character.. so many life lessons learned! This is a jewel of a book, a celebration of the best of the human spirit and of the good that emerges from sacrifice. Richard Lui is a beacon of light in these dark times.

**José Díaz-Balart**

**Anchor, NBC Nightly News Saturday**

**Anchor, Noticias Telemundo**

"When I first met Richard Lui many years ago it was immediately evident that he possessed the rare juxtaposition of shining intelligence and self-confidence, mixed with humility and a genuine vulnerability. "Enough About Me" is a reflection of these qualities exhibited over decades. In these narcissistic and individualistic times, Richard's storytelling provides insight and perspective into how to find the best part of ourselves."

**Tom Garfinkel**

**Miami Dolphins, Hard Rock Stadium**

**Vice Chairman, CEO**

"This is an everyman and everywoman's book. Down to earth and practical from beginning to end. Richard shares his humble upbringing in a fun but vulnerable way that reminds me of my own family."

**Jay Allen**

**Country Music Singer**

"Selflessness is an asset for every community. In South Africa we call it the spirit of "Ubuntu". It has been fundamental to building a sense of human solidarity, of caring for and believing in each other, and the belief that we are all better off when one of us is affirmed, treated well, and cherished."

Phumzile Mlambo-Ngcuka

**United States**

**Under-Secretary-General**

**UN Women Executive Director**

"I'm a five-book a month kind of reader and Enough About Me, part business, part personal, is constructive, workable, and mirthful in a mix I haven't seen before."

**Venkat Nagaswamy**

**Global VP Marketing**

**8x8 Info Tech & Services**

"With the eye of a reflective reporter and news anchor, Richard Lui makes selflessness a necessity. He enriches our understanding of how and why selflessness matters. Personal stories and science bring the idea of selflessness to life. Lui helps us see selflessness is not simple. It is a way of being that is essential but needs to be built and practiced over our lifetimes. All of us-- leaders, employees, citizens, parents, children-- could use a guide for becoming more selfless. This book is an answer to what we most need right now."

**Jane Dutton, Ph.D.**

**Michigan Ross School of Business**

**Co-Founder, Center for Positive Organizations**

"I wish this was around when I began my journey as a caregiver. Richard's character speaks volumes as he lovingly shares his journey and the sacrifices he had to make. This journey I know all too well, being the primary caregiver to both of my parents for most of my life. Like I learned, a good laugh can make a big idea fresh and this book does that. It is a heartfelt reminder of what to do when we are faced with those tough decisions of sacrifice when our loved ones are at stake."

**Jesus Trejo**

**Showtime "Stay at Home"**

**Comedian**

"Richard Lui's Enough About Me reflects on his journey of selflessness in a vulnerable manner with important reflections based on his experience as a caregiver. In this personal account of his dad living with Alzheimer's, Lui underscores the importance of sharing stories to bring people together through selfless acts for the greater good."

**Beth Kallmyer**

**Alzheimer's Association**

**Vice President**

## 5. COVERAGE ANGLES

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1. What is the Selfish Pandemic: hate crimes are up, hateful word use is rising, selfishness is different today
2. Caregiving: there are 53 million people with no training and no pay taking care of a family member
3. Walking away from a dream job can be your life's dream
4. How the next generation is different when it comes caring about people, over 5 million students are living as Care Heroes
5. How the book was developed, written, and built differently
6. How the pandemic re-established the American idea of what the power of the nuclear family was, is, and can be
7. Behind the headlines: real people behind breaking news who epitomized selflessness and inspired Lui
8. The unexpected effects of selflessness that make you happier, healthier, and better looking
9. Training your "selfless" muscles: hidden opportunities to put others ahead of you
10. How to be more selfless in the words you use (as taught by his NBC mentors)
11. NGO Ambassador: how Lui's work as a goodwill ambassador or celebrity champion for five national and international organizations (including the United Nations, Alzheimer's Association, AARP) informed him of the opportunity to be selfless.
12. People of Color: the book is written by a person of color, with collaborators that are people of color, and tell stories about people of color. How did that affect the book's outcome.

## 6. QUESTIONS FOR INTERVIEWS

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1. You were ready to walk away from a dream job to help take care of your father with Alzheimer's. How did you make that decision?
2. Is there really scientific evidence that being selfless can make us more attractive?
3. What about helping us live longer?
4. In your book, you share some incredible stories from your reporting career of regular people being remarkably selfless. Can you share one of these examples that has stayed with you?
5. How have you seen people respond selflessly in response to Covid-19? Did you really offer to take a 20 percent pay cut when you heard reports of a coming 3 percent cut? Why would you offer?
6. How did your parents model selflessness for you growing up?
7. You went from flying cross country several times a month to help care for your parents to not seeing them for five months during Covid. When you could travel again, you couldn't go into his nursing home, but would stand outside the window so he could see you. How is your dad's prolonged illness continuing to teach you about the unexpected power of selflessness?

8. You wrote a letter to your dad about everything you're grateful for about him and read it to him at his nursing home. What inspired you to write that letter? What advice do you have for listeners/viewers who want to write a similar letter?
9. What advice do you have for us to be more selfless in our own lives? What about on social media?
10. How is gratefulness tied to selflessness?
11. You're donating all of your net proceeds from the book. What are they going towards?

## 7. BOOK PROCESS

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### **Original Research**

Original research was conducted for the book to underline the qualitative arcs with quantitative foundations. Throughout the year during the development of the book, Pelin Kesebir, Assistant Scientist at the Center for Healthy Minds led our original investigative surveys and research. These primary research efforts were essential to understanding the broader implications of selflessness from the perspective of science. Kessebir also blended existing, contemporary studies and academic findings to inform the book's hypotheses.

### **Poetry and Humor**

The author believed the book's thesis did not need to be expressed as medicine or a "shaking finger." Instead that selflessness is a subject that like many things in life, it is both poetic and humorous. To that end, Lui worked with two professional comedians to discuss and incorporate humorous story arcs and phrases that were a true reflection of the author's view. The group's collaboration was to laugh while learning. In addition, Lui worked with two professional poets to consider poetic arcs and stanzas throughout the book. In addition, the poets and Lui collaborated on poems related to some of the book's themes.

### **Illustrations, Cover, and Sections Design**

As a broadcast journalist, the author builds stories by using the mantra: see-say, say-see. What you see is what you say and vice versa. With that approach, Lui brought in illustrators to help build the "see" part in creative ways. He commissioned nationally syndicated cartoonist Tak Toyoshima to draw over 15 cartoons that expressed the ideas of the book in an accessible and often humorous way. Portrayals of Lui were occasionally included into the cartoons showing how Lui has made his fair share of mistakes. In addition, accomplished illustrator Lorraine Nam took scissors to paper to create the cover and section designs, using a paper cut-out style. Her unique approach brings a 3-D quality to her creations, just as the ideas of selflessness need to be 3-D. The dots she cut out one by one symbolize the small efforts we can make to be selfless, efforts that are for others, and conversely done for us. Those efforts (or dots) making us who we are.

### **People of Color**

The book creative team includes 10 members, including the author. Ninety percent of the team are gender and/or ethnically diverse. The choice to include each member was based on work excellence, breadth of work, and life experience.



## 8. AUTHOR DESIGNATIONS

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- **Celebrity Champion**  
Alzheimer's Association
- **Caregiving Champion**  
AARP
- **Global Ambassador**  
Plan International USA  
"Girls Get Equal"
- **Ambassador**  
BrightFocus Foundation
- **Investigative Journalism Award**  
APICHA Community Health Center
- **First Amendment Award**  
Cornell University APIDA
- **Freedom of the Press Award**  
Naisa Global
- **Emmy Award**  
Team coverage, Hurricane Katrina
- **Peabody Award**  
Team coverage, Gulf Oil Spill
- **Dr. Suzanne Ahn Civil Rights and Social Justice Award**  
Asian American Journalists Association
- **Human and Civil Rights Award**  
National Education Association
- **Empowering Diversity Award**  
ASIAN, Inc
- **Distinguished Public Service Award**  
OCA
- **2016 AAPI Champion Award**  
NYU Center for the Study of Asian American Health
- **Courage Award**  
Asian Americans Advancing Justice
- **Power 100 Most Influential Chinese**  
YUE Magazine
- **Celebrity Champion of the Year**  
Alzheimer's Association
- **NAAAP 100 Award**  
National Association of Asian American Professionals
- **Member of the Year**  
Asian American Journalists Association
- **Leader in Philanthropy Award**  
YUE Magazine
- **Civic Engagement Award**  
APAICS
- **Inspiring Dreams Award**  
APIASF
- **Vision Award**  
V3 Digital Conference
- **Outstanding 50 Asian Americans in Business**  
AABR

## 9. ORGANIZATIONS AND AUTHOR SPEAKING ENGAGEMENTS

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A Call to Men	Elizabeth Dole Foundation	Opal Group
AARP	Envision	Oslo Freedom Forum
Alzheimer's Association	fhi360	Pasadena City College
Angel Island Immigration Station Foundation	Freedom United	Philanthropy Northwest
Annie Cannons	Genentech	Phillips Academy
APAICS (Asian Pacific American Institute for Congressional Studies)	Georgia Asian Pacific American Bar Association	Plan International USA
APALF-CALNET (Asian Pacific American Leadership Project)	German Marshall Fund	Politicon
APIAVote	Gold House	Princeton Journalism
APICHA	Grace Farms Foundation	PRNewswire
Ascend Pinnacle	Harvard China Forum	Prudential Insurance
Asian American Bar Association of New York	Harvard University	PwC
Asian American Business Development Center	Hoover Roundtable	Real Simple Magazine
Asian American Journalists Association	Hudson Guild	Rice University
Asian Real Estate Association of America	Illinois College of Optometry	Ross School of Business, University of Michigan
Aspen Institute	Images and Perceptions Diversity Conference	SAGE Elder Care
Association of Corporate Counsels	Institute for Diversity and Health Equity	Scholarship America
Atlantic Dialogues	Japanese American Citizens League	Senior Multicultural Leaders Conference
Atlantic Dialogues Emerging Leaders Program	J.P. Morgan	Silicon Harlem
Atrium Health Diversity Symposium	JCI Global Partnership Summit	Silicon Valley Boomer Venture Summit
Austin LGBT Chamber of Commerce	Kota Alliance	Smithsonian
Bright Focus Gala	LEAP Impact Program	Stanford University - JSK Journalism
Brussels Forum	LEAP Leadership Bootcamp	SXSW South by Southwest
C100	LEGO Foundation	The Foundation for Gender Equality
Centre For Aging + Brain Health Innovation	Lockton Companies	Twitter
California Democratic Party	National Association of Counties	U.S. Department of State, Speakers Program
California State Legislature, API Caucus	Medical Women International	U.S. Embassy Warsaw
Center for Asian Americans United for Self Empowerment (CAUSE)	Microsoft	UNA-NY
Center for European Policy Analysis	Minority Corporate Counsel Association	UNESCO
CES	MSNBC	United Nations Global Compact
Comcast	NAAPPPA	United Nations Women
Cornell University	NACA	UC Berkeley
California State University, Fullerton	National Association for Multi-Ethnicity in Communications (NAMIC)	UC Riverside
	NBCUniversal	US-China Education Trust
	Nomi Network	Vandy K Health Care
	Northwestern Mutual	Washington Post
	NYSE	WebCongress
		World Economic Forum
		YMCA

### Speakers Bureaus Featuring Author

Business Speakers Bureau	Meeting Professionals	View my profile
Crown Speakers	International	Speaking Association
eSpeakers Marketplace	Motivational Press	Speech Finders
Evenesis - Y Us Sdn Bhd	PA Pages	SPiN:Senior Planners Industry
Geniecast	ProBookings.com	Network
Manzella Trade Communications	Promenade Speakers Bureau	The Grable Group
Marketing and Networking	SimpleSite	The Keynote Shop
University	Smart Meetings	Washington Speakers Bureau (lead bureau)
	Speakers Network Worldwide	

## 10. MARKETING COMMUNICATIONS RESOURCES

<a href="#">Downloadable Author Headshot Images</a>
<a href="#">Downloadable Book Cover Images</a>
<a href="#">Recent Media Coverage</a>
<a href="#">Interviews of Richard Lui</a>
<a href="#">Richard's News Clips as Anchor and Correspondent</a>

## 11. BOOK EXCERPTS

### Choosing Family Over Career

- “When faced with a decision to aid my dad in his slow-moving, life-and-death battle, did I believe all this? Would I deny myself, put aside ambition, and sacrifice my plans for someone who may or may not even know I was doing so? I had two options: stay on my path of living for myself or become a caregiver, like 53 million other Americans. My mind and heart did not agree. (p. 16)
- “As I mentioned in chapter 1, I felt apprehensive about telling my boss, Yvette, about my dad’s Alzheimer’s disease, which meant I needed to reduce my time on the air. After NBC responded in such an accommodating way, many of my coworkers shared about their own caregiving journeys. I was surprised at the time by the sheer number of people who were caregivers. Caregivers at work seemed so prevalent that I decided to do some research to learn more about the impact of having caregivers in the workplace. As it turns out, selflessness benefits not only the caregiver and the care recipient but also the caregiver’s employer.” (p. 72)
- “Caring for my dad has been a constant test of my selfless muscles.” (p. 162)

### **Pure Selflessness Is Not the Goal**

“If we can never accomplish true selflessness or pure selfishness, we should find the ways to understand best practices between the two. Maybe that’s why this topic seems so dangerous—it rarely looks like a win. Instead, it’s about making progress, like making it to the opponent’s forty-nine yard line. (Stick around, chapter 13 has some ideas about how to measure wins.) We don’t make it our goal to land in that gray, in-between space, but we recognize that we may spend 80 percent of the game there. (p. 30-31)”

### **25-Year Reporting Career**

“In my twenty-five years of practicing journalism, many of the stories I’ve covered are about something bad—natural disasters, crimes, tragedies. And yet the people I’ve met in the aftermath have shown an inspirational goodness that often transcends the initially daunting bad stuff. They are instinctively helpful, self-sacrificing, and generous. It’s an extraordinary thing to witness. In fact, there may be no such thing as an ordinary person. If you take the time to listen, the stories people tell reveal how extraordinary they truly are. And yet in the world around us, there’s no denying that a lot of us still fall short on the spectrum of selflessness.” (p. 34)

### **Selflessness & Happiness**

- “One way to be happier: do selfless things that de-stress our lives. A 2015 study of seventy- seven adults, ages eighteen to forty-four, asked participants to take a mental health questionnaire every night. They commented on potentially stressful aspects of their days—things like commuting, working, figuring out finances, and carrying out domestic responsibilities.
- They kept track of the helpful things they did during the day—both big and small, from holding the door open for a stranger to asking someone if they needed help—and how they felt about doing these things. At the end of the day, the participants were asked to rate their mental health on a 0–100 scale.
- The results showed that participants who performed more acts of kindness reported less stress. For each act of kindness performed, a participant’s mental health improved by 1 percent on average. When they couldn’t complete acts of kindness, they reported more stress.” (p. 62)

### **Caregiving & Gender Roles**

“I am a caregiver. I take care of my dad. Over the course of four years, I cleaned him and cooked for him. Such caregiving is widely considered a female gender role, one that, to this way of thinking, my sister and mom—rather than my brothers and I—should carry out. But such traditional values don’t make me feel any less of a man for doing it. (Nor does the fact that my father calls me his favorite daughter.) Had I chosen to strictly adhere to gender roles, it would have been at the expense of Dad’s health. The thing is, 39 percent of family caregivers are men. And the demands of family caregiving pose one of the biggest challenges to personal relationships today. Fifty-three million of us are caring for an ailing family member or close friend. Gender roles should not stand in the way of providing the necessary care.” (p. 89)

### **Covid-19 & Quarantine**

“After five months of the coronavirus quarantine, staying at home was getting long in the tooth. I went from routinely logging forty thousand frequent flyer miles a month to rarely venturing ten feet outside my apartment. My medallion status was in serious trouble. I could no longer fly back to San Francisco two or three times a month to care for my parents, as I had been doing

for six years. While I was stuck in Manhattan, my dad was in a care facility whose COVID-19 case counts were rising in beds increasingly close to his room. When the disease finally took a respite from its grip on New York City and San Francisco, I grabbed some hand sanitizer, masked up, and got on a plane to visit. During the months I was away, my mother had fallen, and this was happening more often. Even though air travel still wasn't ideal, I wanted to get back to see what solutions we could put in place." (p. 170)

### **Being Selfless with Your Words**

"I remember the lessons I've learned from my coaches and mentors and try to apply them to the many words I write and hear. But in some ways, I feel like it's still early on the word path. Especially when it comes to making better "enough about me" word choices. I started small—with my scripts at work, with people's names, with referring to myself in vulnerable ways, and with reading stuff that contains less meist language. In the end, I want people to take me at my selfless word." (p. 177)

### **On Social Media**

"Telling stories of bravery inspires bravery in the hearts of the listeners. Telling stories of honesty creates listeners who want to be truthful. What are the stories that hook you? What are the stories you want to live into and be shaped by? Go find them and share." (p. 213)

## **12. PUBLISHER**

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Zondervan is a HarperCollins Company and part of HarperCollins Christian Publishing. Zondervan is a world leading publisher and provider of Christian communications. The company's products are sold worldwide and translated into nearly 200 languages. Zondervan offices are located in Grand Rapids, Mich. For additional information, please visit [www.zondervan.com](http://www.zondervan.com).