

DREW COVERDALE

# The Pain Habit *Media Kit*



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



# 01 *Author Biography*

## Drew Coverdale

**Drew Coverdale, the author of *The Pain Habit*, is a physiotherapist with a private practice located in Stockton-on-Tees, in the Northeast of England. He has 20 years of experience in treating patients with musculoskeletal conditions.**

Drew has a Master's degree in manual therapy and worked in the NHS, private practice, and as a university guest lecturer at undergraduate and postgraduate levels.

His special interest in persistent pain involves writing, research, clinical practice, and training therapists across the world on the subject. He is passionate about teaching patients and therapists how and why persistent pain develops and how to reverse the habits that have created that pain. He is currently involved in research with Teesside University investigating these techniques to add to the growing body of work in this field.



### ***From a personal life:***

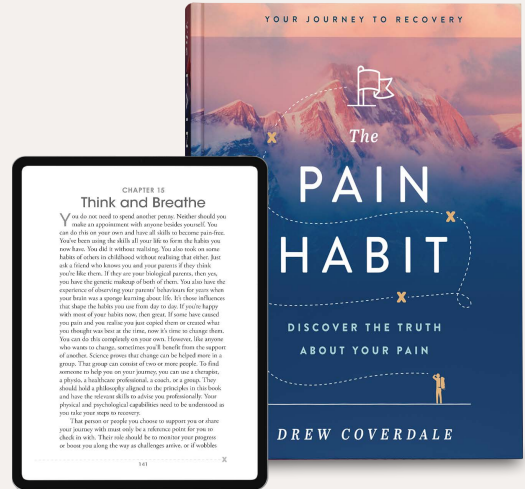
Drew is married to Jenny and has four children, Chloe, Ben, Jacob, and Sam. He is an all-around family man, and in any spare time, enjoys playing the piano and snowboarding (slowly!) holidays.

**To find out more information about his book, please visit his website.**

# 02 *Book Details*

**AUTHOR:** Drew Coverdale  
**CATEGORY:** Self-Help  
**ISBNs:** 978-1-8382260-0-8,  
978-1-838260-1-5  
**PUBLISHER:** Pain Habit Publishing

**Are you one of the one in five people worldwide who suffer from a condition that results in living with persistent pain?**



Everyone deserves to have a life free from chronic pain. The ability to recover from persistent pain, no matter how long we have experienced it, lies within all of us.

Unfortunately, not everyone knows how to achieve that. Some people tap into that ability without thinking. Others look for the solution everywhere on the outside, convincing themselves the recovery is impossible and giving up.

During his 20 years of professional experience, physiotherapist Drew Coverdale discovered that lots of our pain is directly connected to our habitual patterns. And in ***The Pain Habit*** book he offers an enlightening perspective that outlines the path to recovery everyone can follow. The book helps you to:

- Learn why you developed your pain
- Change the belief associated with it
- Understand its true meaning
- Release the emotions attached to it
- Start your journey to recovery



# 03 Chapter Excerpt

## CHAPTER ONE

*Today is going to be a great day. You've picked up a book that has the ability to change your life, so don't put it back on the shelf until it has. You and millions like you have pain. Persistent pain that has eluded all the conventional treatments that you have tried and, by this point, probably a pain you believe you must learn to live with. That is a perfectly reasonable belief to hold, and you can no doubt support it with lots of well-educated professional opinions and medical tests offered as proof. The belief you have formed as the reason you have to live for the rest of your life in pain is simply not true. If that's too much for you to swallow, you may want to put the book down now. However, before you do, just consider that keeping your belief could prevent you from ever recovering from pain. If there is the tiniest possibility that you could be open to seeing a different way to take control of your pain and change your life, then hang onto your hat and keep hold of this book.*

*Your pain may be one that never lets up; a pain that follows a pattern that comes and goes predictably at certain times in your life. One that takes you by surprise so severely that it sometimes stops you in your tracks completely. You will have a story about that pain and your route into it that may have been a traumatic event. Many others end up in persistent pain without that level of trauma or any event. Your pain may have come on gradually and initially been mild but now has grown slowly into its current level of discomfort. You may have a diagnosis or several for your pain. You may even have several areas of your body with pains that you're now living with. However you arrived at this point, the pain you are now experiencing dominates your life. It limits your activities or stops them, or it is present and more severe as you try to carry on with your life despite it.*

# 04 *Target Audience*

## THOSE SUFFERING FROM CHRONIC PAIN

When reading this book, individuals with persistent pain will learn why they developed their pain in the first place, how to change the beliefs & habits associated with it, and they will learn tools to start their journey to finally let go of their pain.



## MEDICAL PROFESSIONALS

The book also provides tools for therapists & professionals to guide their patients who want to learn more about the reasons behind their pain. Patients can feel inspired with a positive and compassionate approach, while learning how changing their habits & beliefs can positively affect their life.

# 05 Reviews from *Medical Professionals*

*I have just finished reading your book and I think it's absolutely brilliant.*

*The book flows well and is readable at all levels , both academic, non-academic , medical and laypersons. It is pitched perfectly.*

*Absolutely amazing book - well done, I am sure the book will be an amazing success. – **Debbie Arkley, Physiotherapist***

*...all makes sense and has great science behind it and also relates really well to pain behaviour. I will definitely be reading it again and will be happy to buy a copy as a resource for patients, friends and family. – **Ben Senior, Physiotherapist***

*...this really is excellent! I fully expected it to be but it surpassed even my high expectations. The two words that sprang to my mind were simple and inspirational – **Dr. Alasdair MacSween, Principal Lecturer/Physiotherapist***

*Are you struggling with persistent, chronic pain and fearful that you will never be pain-free again?*

*Do you feel you have tried every remedy available and visited every suitably qualified person (and perhaps even a few “dubiously qualified” people) you could think of?*

*Are you absolutely ready now to discover new ways of thinking and thus transform your life?*

*Then, believe me, with this gem of a book, you have found your answers along with the peace and pain-free life you are craving.*

*As both a therapeutic practitioner who has worked psychologically for many years with thousands of clients and, perhaps more importantly, someone who has herself suffered chronic and debilitating pain – I highly recommend this wonderful book.*

*Drew's long and varied experience of working with clients in pain has enabled him to write a well informed, well researched and extremely thought provoking book.*

*This comprehensive insight into the link between our emotional experiences and the way in which these have an impact upon our body is a wonderful resource for anyone – even those without physical pain!*

*I have taught my clients for years that their physical issues are messages from their unconscious mind which we need to heed. Drew also implores the reader to listen to these messages and learn to unravel and understand the lesson held within. Once you truly listen and understand then you can be free.*

*This is a wonderful, inspiring book offering the reader much needed encouragement and hope. If you are in pain then it may be the best book you will ever read.*

**- Lesley Walker BA (Hons) – Emotional Health and Wellbeing Consultant**

# 06 Reviews from Patients & Readers

 Karen J

★★★★★ **This book will blow your mind on how you view your pain, it can bring an end to your chronic pain.**

Reviewed in the United Kingdom on 10 January 2021

**Verified Purchase**

I would 100% recommend this book to anyone who lives with pain on a daily basis. It is insightful, mind-blowing, inspiring and informative and has helped me to change the way I view my pain. If you are thinking of buying this I will say you will not be disappointed.

 Elsie Riley

★★★★★ **Best book on pain I have read**

Reviewed in the United Kingdom on January 31, 2021

**Verified Purchase**


As someone recovering from persistent pain this is without a doubt the best book on pain I have ever read and I have read a lot!!

It explains really clearly all the science behind it without either oversimplifying or being too complex to understand. The author uses really good metaphors to explain the more complex concepts.

The book also synthesises a lot of information about pain. I have read a lot of the books referenced by this one, but I found that this book really helps to bring it all together into one coherent picture.

The book also filled in a few gaps in terms of my understanding around some fairly vital concepts, like how emotion and pain are linked together.

In addition there are some really clear practical steps and advice about how to overcome it which I am looking forward to applying and hopefully making some more progress back to regaining my full function.

 Kindle Customer

★★★★★ **A fantastic read engaging and informative.**

Reviewed in the United Kingdom on 18 January 2021

A fantastic read, engaging with great analogies.

A completely different approach and mindset to chronic pain and it's root cause.

The medical science is broken down into clear concise extracts that are as engaging as informative.

Referencing between body and mind is a real eye opener to the mental impact of pain and it's effect on recovery.

A brilliant read for everyone, especially those who suffer from persistent pain.

 Owen M.

★★★★★ **Very clear and helpful.**

Reviewed in the United Kingdom on 12 January 2021

**Verified Purchase**

Having read quite a lot of literature on the subject, I found this book particularly clear and helpful. Things I had read about before but not understood suddenly became clear. In particular, I found the written dialogue between the unconscious and conscious mind very useful. I've already had some really good results and today was the most positive day I've had in ages. Looking forward to tomorrow!



# THE PAIN HABIT | DREW COVERDALE | MEDIA KIT



Georgie Oldfield

★★★★★ **A great resource for people currently living with chronic pain as well as for health professionals**

Reviewed in the United Kingdom on 4 January 2021

The Pain Habit is a great resource for people living with chronic pain. In fact, because it is based on the pain science evidence base, it is also a valuable resource for health professionals working in the chronic pain field. Drew Coverdale explains how pain 'is one of our greatest protectors and our greatest teacher'. Throughout the book Drew also references the evidence supporting his suggestions yet explains everything in a very easy to digest way that every reader will be able to relate to.

There is no evidence to show a link between tissue damage and chronic pain and in fact factors linked with pain becoming persistent do not include the severity of the injury or even whether there is any tissue damage. In fact, major factors involved in whether an individual's pain after an injury becomes persistent, include: depressed mood, anxiety, loss of hope for the future, early beliefs that pain may be permanent as well as a greater exposure to past traumatic life events.

All pain is processed by the brain and our perception of any pain we experience is influenced by a number of factors including, for example: what we're experiencing right now, our past experiences, our beliefs, fears and our expectations. And as Drew mentions, these include physical, psychological, situational and emotional factors.

Pain science now demonstrates that pain is due to neural pathways which become learned and sensitised or, in other words, they become habits that are easily triggered. By clearly explaining this and how these habits come about, Drew helps readers come to the realisation that 'recovery comes from behaviour change and not tissue healing'.

He uses metaphors and stories to help with his explanations which makes this not only an interesting and eye-opening read, but one which is likely to change readers' lives for good.



Jessica Brohmer

★★★★★ **Easily one of the best books on pain I've read**

Reviewed in the United States on January 4, 2021

This book is absolutely amazing. I work with chronic pain sufferers as a therapist, and I personally have recurring migraines. This perspective on pain is similar to what's already out there but with a fresh take that gave me a lot to think about.

I used some of the exercises in this book, focused on my own migraines, and experienced some interesting breakthroughs and transformations regarding the origin and nature of my pain.

I am always a bit hesitant to recommend books to my clients because few people want to hear that their pain is likely psychosomatic or learned pain, but it's often so true that our mental state both increases and prolongs our pain even when there is a physical cause.

I would highly recommend this book to anyone with chronic pain who wants to learn to have a new, more compassionate relationship to their pain (and hopefully release some of what's keeping the pain around).

I received an advance review copy for free, and I am leaving this review voluntarily.



Steven duffield

★★★★★ **A life changing book!**

Reviewed in the United Kingdom on 2 January 2021

A great read, really gets you thinking and after years of back ache I am now pain free by making a few mental adjustments. Life changing. A

# 07 Sample *Interview Questions*

- 01 What is so different about your book?
- 02 What do you think this book could offer?
- 03 Are their actual takeaway things that people can apply today?
- 04 How can I learn more about this new perspective?
- 05 Where is the proof that this approach works?
- 06 What was your motivation for writing this book?
- 07 What is your background to write this book?
- 08 What message would you like your book to convey?
- 09 Who is this book for?
- 10 What impact do you believe this book could have?

# 08 *Downloadable Files*

Click on this [Dropbox link](#) to access all downloadable files for usage in articles and other various media coverage.



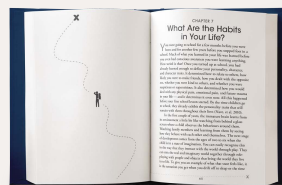
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*Realistic Books Mockup*



*Book & Kindle Mockup*



*Open Book Mockup*

If you have questions or any problems, contact the author at [info@thepainhabit.com](mailto:info@thepainhabit.com)

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