



Being Told, "You're Not Good Enough" Is Required for Success

*Prominent Sport Psychology Coach Dr. Rob Bell Explains in His New Book, **PUKE & RALLY: It's Not About The Setback, It's About The Comeback***

INDIANAPOLIS - May 5, 2020 - [PRLog](#) -- Unfortunately for many people being told "you're not good enough" can have devastating, long-term effects.

However, everyone who has reached a level of significance and success in life were also told by or shown through their own dire circumstances that they were *not good enough*.

In his new book, *PUKE & RALLY: It's Not About The Setback, It's About The Comeback*. (May 1st, 2020), prominent sport psychology coach Dr. Rob Bell explains why.

The difference is that successful people used the negativity and adversity to their advantage. It actually galvanized their inner strength and fortitude and propelled them to greatness.

We all have puked. Everyone has messed up and failed and nothing can prevent the setback. There will be strife, turmoil, and extreme adversity in life. It is just *when* rather than *if* you'll encounter them.

Despite our mistakes, pain, and being told that *we are not good enough* **we can still rally!** It's not about the setback, it's about the comeback!

PUKE & RALLY

Whether you're an entrepreneur, coach, executive, or full-time mom or dad, you'll face setbacks. Mental toughness is the *comeback factor* in our ability to cope, deal, and handle adversity, and pressure in life.

PUKE & RALLY is not a book about how to extend weekend celebrations, nor is it intended for coaches to make their athletes "tougher." It identifies with what we have all been through in life and to show that no matter how far down the scale we have gone we all can *comeback*.

PUKE & RALLY offers dozens of practical tips and wisdom, including:

- Why just **one mistake** derails your best plans and you'll rally if you can overcome this error.
- Why more people die coming down Mount Everest than climbing up.
- That the process is more important than the product.
- The greatest mental skill that you'll need to comeback.
- The most powerful lightning strikes are from "*out of the blue*."

About Dr. Rob Bell

Rob Bell, Ph.D., is the author of 7 books on Sport Psychology including *Don't "Should" On Your Kids: Build Their Mental Toughness*, and *NO ONE Gets There ALONE*.

<http://pukeandrallybook.com>

<https://drrobbell.com>

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