

What If Success Isn't the Goal—But the Problem?

MIND BODY BUSINESS

**The 3 Pillars of Success: Leveraging the Connection Between
Mental, Physical, and Professional Excellence**



BRIAN KELLY



Los Angeles, California Aug 23, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Burnout has become a rite of passage. Overwork is normalized. And somewhere along the way, “success” stopped feeling good.

It’s a familiar story in today’s business world: smart, driven professionals achieve all the right milestones—then quietly unravel. Their bodies break down. Their minds race. Their relationships fray. And still, they keep grinding.

That’s the story behind *Mind Body Business*, a new book offering a radically simple reframe: what if your outer success is unsustainable because your inner world is out of sync?

The author, **Brian Kelly**, has spent years studying this pattern—first in his own life, then through hundreds of interviews with business leaders, coaches, and wellness experts on his long-running broadcast, *The Mind Body Business Show*.

“I wasn’t burned out because I was weak,” Kelly says. “I was burned out because I was unbalanced. I thought I needed better tactics. I actually needed better alignment.”

A Framework Built on 300+ Interviews—and One Turning Point

Since 2019, *The Mind Body Business Show* has aired over 300 episodes featuring founders, peak performance experts, and entrepreneurs from around the world. Despite their varied industries and backgrounds, Kelly noticed a striking pattern: the most sustainable leaders all focused on three things—

- Mental clarity
- Physical health
- Purpose-driven business practices

That became the basis of his “three-pillar” model: **Mind. Body. Business.** The book explores how these elements are interdependent—and how ignoring even one can quietly sabotage everything else.

Each chapter draws on real stories and hard-won insights, paired with actionable tools that go beyond motivation and into sustainable transformation.

Why This Book Lands at the Right Time

According to Gallup’s 2023 *State of the Global Workplace* report, employee disengagement costs the global economy an estimated **\$8.8 trillion**. Meanwhile, The Hustle found that **63% of entrepreneurs report burnout** and over half experience anxiety.

These aren’t just numbers—they’re symptoms of a broken model. And Kelly believes the fix isn’t found in the latest productivity tool. It’s found by going deeper.

“We’ve mastered optimization but lost ourselves in the process. This book is an attempt to bring humanity back to success.”

A Book for the Builder Who Feels the Fracture

Mind Body Business isn't just for CEOs. It's for solopreneurs, creators, and anyone who's quietly asking: "How long can I keep this up?"

Kelly doesn't offer hacks or shortcuts. Instead, he offers a reorientation—a way to rebuild from the inside out, with clarity, energy, and purpose leading the way.

About the Author

Brian Kelly is an entrepreneur, author, and certified NLP Master Practitioner with a background in fitness and personal development. A former certified personal trainer, he has built multiple businesses and contributed to several books focused on growth and performance. As the host of *The Mind Body Business Show*, he has interviewed over 300 leaders across business, wellness, and mindset, shaping his philosophy that true success comes from aligning mental clarity, physical energy, and purposeful strategy. His latest book, *Mind Body Business*, distills these insights into a practical, holistic guide for entrepreneurs seeking sustainable success.

Book Details

Mind Body Business: The 3 Pillars of Success is available now at www.mindbodybusinessbook.com, featuring a foreword by sales expert **Eric Lofholm**.

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To request a review copy or book an interview, contact brian@mindbodybusiness.com.



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