This powerful book on being assertive is one of the most recommended books by psychologists, selling over 1 million copies.
Short Summary

Being assertive is difficult for many people. No matter what they want, they have a very hard time putting themselves first, saying no, and making their wants and needs known. This can cause dissatisfaction in your career, relationships, and life in general. In this book, Robert Alberti explores assertiveness and appropriate self-expression so that people can learn to be assertive without being aggressive.

Key Takeaways

In the second part of this book Alberti gives a list of ten key points to assertive behavior. These are:

- Self-expressive
- Being respectful of others and their rights
- Honesty
- Being direct and firm
- Being equal and benefitting both people in an interaction
- Verbal elements which make up the content of the message
- Nonverbal elements which include the style of the message
- Understanding that the way that a message is delivered is not universal; that is, you will need to adjust how you present yourself depending on the person and the situation
- You must be socially responsible about how and when you choose to be assertive
- Being assertive and self-expressive is not an inborn trait. It is learned.

The book continues to offer tips for literally training yourself to become assertive, these tips include:

- Observing your own behavior and being aware of how you are acting and when.
- Keeping track of your attempts at assertiveness and the reactions and results.
- Setting realistic goals for your development in assertiveness and self-expression.
Through this book, readers are encouraged to understand that “Anger is Not a Four-Letter Word” and that having fears and anxiety at various points throughout your life is normal and that there are great ways to deal with this anxiety. Assertiveness and self-expression are means of resolving conflicts and ensuring that you get more of what you want out of life.

**Action Steps**

- Give yourself permission to be assertive and expressive. Release yourself from the guilt and the negativity you may feel regarding being truly self-expressive.
- Don’t let your assertiveness go too far. Remain respectful, open, and honest so that your assertiveness does not hurt those around you.
- Know that not everyone is going to respond well to your assertiveness. Some will prefer you to not be self-expressive and direct and may get offended or disappointed. Don’t let this dissuade you from continuing to stand up for yourself.
- If you find yourself being “steam-rollered” about a decision, take a step back and relax. Take deep breaths and remind yourself what you really want.

**To purchase this book directly from Amazon.com, go to**