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FOR IMMEDIATE RELEASE

The Power to Persist Hits the USA Today Bestseller List!

October 1st, 2025 (Austin, TX): *The Power to Persist: 8 Simple Habits to Build Lifelong Resilience* by Lamell J. McMorris (Fast Company Press) debuted at #125 on the *USA Today* bestseller list this week. <https://www.usatoday.com/booklist>

In *The Power to Persist*, Lamell shares the eight powerful and proven habits that fueled his rise: attitude, work ethic, agility, vulnerability, network, focus, dogged determination, and faith. Lamell shows how he used these habits to turn his struggles into powerful lessons for overcoming adversity—and how you can too. Whether you're navigating personal challenges, scaling your career, reflecting on where you've been, or wondering how you can do better moving forward, these habits will give you the tools to bounce back stronger, win big, and transform obstacles into opportunities. No matter what life throws your way, this book will show you how to turn setbacks into victories and achieve lasting success.

Dr. Lamell McMorris is the founder and CEO of the Washington, D.C.-based company Phase 2 Consulting. Dr. McMorris offers strategic insight and external affairs services to some of the nation's leading decision-makers in the private, public, and nonprofit sectors. Additionally, he manages an in-house team of experienced government and public relations professionals and lawyers, offering a multitude of services to clients in a wide range of disciplines and specialty areas. In recent years, through Perennial Sports, Dr. McMorris led a premier, full-service sports agency representing NFL and NBA players and personalities. Collectively, its agents signed multiple first-round picks and negotiated several multimillion-dollar contracts.

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