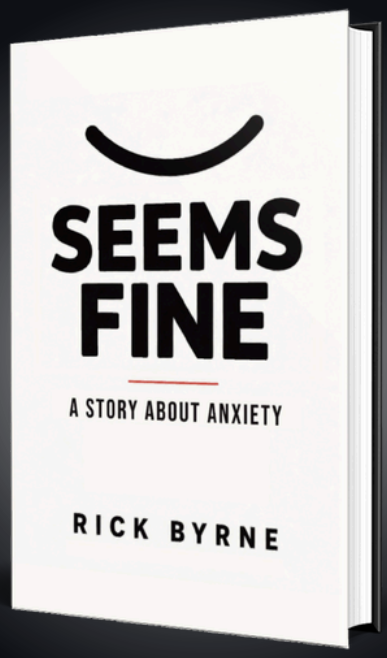
MEDIA KIT



RICK BYRNE
RB@RICKBYRNE.CA
@SEEMSFINECANADA
RICKBYRNE.CA

SEEMS FINE

A STORY ABOUT ANXIETY



RICK BYRNE AUTHOR | KEYNOTE SPEAKER



Rick Byrne is a Canadian technology leader, speaker, and writer from Edmonton, Alberta. With more than two decades of experience helping organizations build resilience, Rick brings a practical and deeply human perspective to the topic of Highly Functional Anxiety.

Inspired by his own lived experience, *Seems Fine* explores the gap between how people appear on the outside and what they may be carrying on the inside. Rick writes with honesty, humility, and humour, offering readers a relatable look at anxiety, ambition, leadership, family, and the quiet pressure to always seem okay.

"I didn't write this book because I had a breakdown. I wrote it because I didn't, because on paper, everything looked fine. But inside, it wasn't.

This isn't a memoir. It's a mirror, a place to say the things we usually don't. Not for sympathy, but for connection. Not for closure, but for conversation. For every moment when someone like me sat in a crowded room and still felt like they were in it alone.

Because we're not alone, and it's time we stopped pretending we are."

AUTHOR:	Rick Byrne	IHARDCOVER:	9781834542157
EMAIL:	RB@rickbyrne.ca	PAPERBACK:	9781834542164
WEBSITE:	seemsfine.ca	EBOOK:	9781834542171



ABOUT THE BOOK

He seemed fine.

He showed up, worked hard, built a career, raised a family, and kept moving forward. From the outside, everything looked steady. Inside, anxiety was quietly shaping every decision, every reaction, and every need to stay in control.

Seems Fine: A Story about Anxiety is a personal memoir about living with Highly Functional Anxiety before having the words to name it. Through childhood memories, family moments, career pressure, self-doubt, and hard-earned reflection, Rick Byrne explores what it means to succeed while silently struggling.

This is not a clinical guide or a promise of easy answers. It is one person's honest story of fear, resilience, overthinking, growth, and learning to live with anxiety instead of being ruled by it.

For anyone who has ever looked okay while feeling anything but, this book offers recognition, connection, and a reminder that being "fine" is not the same as being whole.

AVAILABLE FOR INTERVIEWS & SPEAKING ENGAGEMENTS

Rick Byrne is available for podcast interviews, conference presentations, community discussions, workplace wellness events, book clubs, mental health panels, and media appearances. Drawing on his personal experience of living with anxiety while building a career, raising a family, and appearing successful from the outside, Rick offers an honest and relatable perspective on high-functioning anxiety, overthinking, self-doubt, resilience, and the pressure to keep moving forward.

Through his memoir, *Seems Fine: A Story about Anxiety*, and his conversations with audiences, Rick encourages people to talk more openly about the struggles that often remain hidden behind the words "I'm fine." His story explores what it means to live with anxiety before having the words to understand it, and how greater awareness, honesty, and self-reflection can lead to meaningful change.

Rick's message is ultimately one of recognition and connection: you can look like you're doing well and still be struggling, asking for help is not a weakness, and no one should feel alone in what they are experiencing.



INSIDE THE BOOK

CHAPTER 1: HE SEEMS FINE

The Moment

It was supposed to be my first day of school.

I was five, chubby-cheeked, with more freckles than I could count, and red-headed. My Catholic school uniform felt like a prank someone played on my skin: scratchy grey pants that itched behind the knees and a blue sweater that clung to my arms like a toddler with separation anxiety. My shoes were shiny black and far too loud for a hallway that didn't ask to be noticed.

My mom knelt beside me at the registration table. She looked tired but gentle, her eyes doing that thing where they smiled even when her mouth didn't. She was my safe place. I wasn't just holding her hand; I was wrapped around her leg like a squirrel afraid of open ground.

"Ricky," she whispered with half-laughing annoyance, "get off my leg."
I wasn't paying attention to the words; I was listening to the tone. She was nervous too; I could feel it in her arm, in how her fingers kept adjusting her purse strap. But she smiled at the nurse, at the teacher, and at me.
Then they called my name.

I thought we were filling out forms and maybe getting stickers. No one mentioned I'd be walking into a room where someone would jab me with a surprise.

When the needle appeared, I didn't scream or cry. Instead, everything inside went quiet. It felt like someone had flipped my internal breaker: lights out, nobody home. My mom panicked and tried to get me to respond. I was standing, but I felt as though someone had unplugged my personality.
She scooped me up and rushed me to Dr. Chaulk, our family doctor. He looked like Burt Reynolds' cousin, wearing a corduroy jacket and sporting a big mustache, and smelled like Old Spice and old books. He gave me a quick once-over and said, "He seems fine. But don't let him fall asleep."

amazonkindle Indigo BARNES &NOBLE Book Depository kobo Smashwords

QUESTIONS & ANSWERS

The title *Seems Fine* captures the gap between how we appear on the outside and what may actually be happening internally. What does "I'm fine" mean to you now, and when did you realize that being fine and feeling fine aren't always the same thing?

For most of my life, "I'm fine" meant everything was working. I had a job, my family was good, I was getting things done and nothing was falling apart, so clearly I was fine. I don't think I really understood the difference between functioning well and actually feeling fine until I started learning more about Highly Functional Anxiety and looking back at my own life.

I certainly don't have it all figured out now. My natural instinct is still to go do more, learn more, dig more, research more and figure out whatever is next. But that doesn't necessarily mean I'm not fine. A lot of that is simply how I'm wired, and there are parts of it I actually like.

The difference today is what I do when that voice really starts to stick with me. Instead of immediately looking forward at what I should do next, I'm getting better at looking back at what I've already done. What have I accomplished? What have I achieved? What was I worried about six months ago that turned out completely fine? Sometimes I need to remind myself, "You know what, you can breathe. You can take a break. You don't have to solve the next thing today." I'm still working on that last part.

Your book moves through childhood, family, career pressure, self-doubt and personal growth. Looking back across those different stages of your life, what patterns do you now see that you couldn't see at the time?

The biggest pattern is probably my need to know what's coming next. I can see it as a kid, through becoming a young father, into my career and even today. I like a plan, I prepare for just about everything and I can spend a lot of time thinking about what could happen before it actually does. I also see how much of my identity became connected to being useful and being someone other people could depend on.

What I see differently now is how much of that planning and worrying wasn't really needed. I spent a lot of energy preparing for things that might never happen, and most of them didn't. I still catch myself doing it, but now I'm better at stepping back and asking that voice in my head, "Do we really care about this, or should we?" It's surprising how often the answer is no.

QUESTIONS & ANSWERS CONTINUED

I'm still going to plan, prepare and think ahead because that's part of me. I don't really want to change that. I'm just getting better at recognizing when it's helping me and when I'm spending a whole lot of energy solving a problem that doesn't actually exist.

You make it clear that *Seems Fine* isn't a clinical guide or a book offering easy answers. What did writing such an honest account of your own experience teach you about anxiety and about the difference between learning to live with it and allowing it to control your life?

Probably that I'm not going to beat anxiety, and I don't really think that's the goal anymore. Some of the things connected to it are also things I like about myself. I prepare, I think ahead, I care about doing things well, I work hard and I'm always curious. Those things have helped me throughout my life and career, and I don't want to get rid of them.

What has changed is that I understand what's happening a lot better now. I can recognize when anxiety is helping drive me and when it's starting to take over. I certainly don't catch it every time, and sometimes I still go pretty far down the rabbit hole before realizing what I'm doing, but I'm better at it than I used to be.

That's really what **Driven, Not Defined** means to me. Anxiety is part of how I'm wired and has probably played a role in getting me to where I am today. I can appreciate that without letting it control everything I do or convincing myself that I always need to be doing more.

There's a particular opportunity for this book to resonate with men who may not always feel comfortable talking about fear, anxiety or mental health. What do you hope men and anyone who has learned to keep those feelings to themselves take away from *Seems Fine*?

I'm a man, so naturally some of my experiences may relate more closely to men than women, but I really think this can relate to any human. I didn't write Seems Fine as a men's mental health book. I wrote about my experience, and that happens to be the experience of a middle-aged guy who has spent a lot of his life working, raising a family, building a career and trying to have things figured out.

Being self-aware isn't a bad thing, and neither is sharing how you think or how you feel with other people. I think a lot of us, and maybe men especially, are pretty good at just carrying on. We work, take care of our families, deal with whatever is in front of us and assume that because everything is functioning, we're fine.

QUESTIONS & ANSWERS CONTINUED

I hope anyone reading the book sees that being successful, dependable or strong doesn't mean you can't also be anxious, insecure, afraid or struggle with imposter syndrome. Talking about those things doesn't suddenly change who you are. For me, understanding them has just helped me understand myself a little better.

If someone finishes *Seems Fine* and recognizes themselves in your stories, what do you hope changes for them? What would you want them to understand about themselves that they may have been too busy, afraid or uncomfortable to acknowledge before?

I'd be happy if they simply became a little more curious about themselves. Maybe they recognize something in one of my stories and start thinking about why they react a certain way, why they worry about things that haven't happened, why they replay conversations, why they always need to know what's next or why they put so much pressure on themselves. Sometimes understanding why your brain does what it does is a pretty good start.

I don't want someone finishing the book thinking I figured this all out, because I haven't. Honestly, I'm still trying to figure myself out too. Writing *Seems Fine* helped me understand a lot of things, but it certainly didn't solve everything, and I'm okay with that.

Hopefully over the next 10 or 20 years I'll understand myself even better, learn how to actually stop once in a while, and maybe I'll have another book to write about that.

