

AN HONEST BOOK ABOUT SELF-DECEPTION

# You Knew Better

*Why You Did It Anyway*

The anti-ego self-help book: why smart people repeat patterns they can already see, and the structural skill that interrupts the cycle when willpower and insight have both failed.

AN HONEST BOOK ABOUT SELF-DECEPTION

## You Knew Better

*Why You Did It Anyway*

CALEB ANTHONY

### THE PITCH

You already knew. That is the uncomfortable part. You Knew Better names the five-stage cycle that turns potential into projection into an invoice: in relationships, careers, and self-image, and shows why intelligence defends the pattern instead of breaking it. Blunt, funny, and allergic to guru advice.

### INTERVIEW TALKERS

1. The most dangerous self-deception feels like your best quality: optimism, decisiveness, vision.
2. Confidence feels identical whether you are right or wrong, so it cannot be your evidence.
3. The five-stage cycle: see potential, commit early, defend the projection, pay the gap, call it a lesson, repeat.

### THE BOOK

TITLE	You Knew Better: Why You Did It Anyway
AUTHOR	Caleb Anthony
PUBLISHER	Take It From Me Books
PUBLISHED	June 12, 2026
PAPERBACK	\$15.99 (979-8-950208-00-3, 249 pp)
KINDLE	\$6.99 (979-8-950208-01-0)
HARDCOVER	\$26.99 forthcoming (979-8-950208-02-7)
CATEGORY	Self-Help / Psychology
ASIN	B0H4YK99Y6
SITE	youknewbetterbook.com

### ABOUT THE AUTHOR

Caleb Anthony spent a decade inside the personal development industry watching smart people, himself included, mistake insight for change. You Knew Better is his first book. He lives in Salt Lake City, Utah.



Review copy, one-sheet, and three segment angles on request.

hello@youknewbetterbook.com | youknewbetterbook.com | scan for the free field guide, The Gap