

PRESS KIT

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.

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CALEB ANTHONY

THE BOOK AT A GLANCE

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hello@youknewbetterbook.com · youknewbetterbook.com

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FOR PRODUCERS AND EDITORS

ABOUT THE BOOK

The most dangerous form of self-deception does not feel like deception. It feels like your best quality. You have been here before: the relationship where the chemistry felt like proof, the business where the vision felt like a plan, the version of yourself you kept defending long after your life stopped supporting it. You are smart, you have been through this before, and you keep ending up here anyway, not because you lack awareness, but because the very qualities that make you decisive, optimistic, and willing to act are the same qualities that keep the pattern running. *You Knew Better* names the mechanism: the cycle of seeing what something could be, committing before reality confirms it, defending the projection when the evidence pushes back, and paying for the gap when it collapses. Caleb Anthony traces it through relationships, careers, and self-image, and draws on the psychology of overconfidence, motivated reasoning, and identity-protective cognition to show why smart people are the last to see the pattern in themselves.

FIVE 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. Smart people do not see the truth faster; they argue against it better.
4. The five-stage cycle: see potential, commit early, defend the projection, pay the gap, call it a lesson, repeat.
5. Knowledge was never the missing piece. What actually interrupts a pattern is structure, not willpower: The Gap.

SUGGESTED QUESTIONS

- Why call it anti-ego self-help? What is the shelf doing wrong?
- What is the problem with potential?
- Why do New Year's goals die by February, every year?
- What is The Gap, and how is it different from willpower?
- Why write under a pen name?
- Who should NOT buy this book?

ABOUT CALEB ANTHONY

Caleb Anthony spent ten years inside the personal development industry: the seminars, the frameworks, the breakthrough weekends, watching the same pattern hold. Everyone knew what to do, almost no one did it, and the smartest people in the room were the best at explaining why this time was different. *You Knew Better: Why You Did It Anyway* is the book he wrote when he ran out of ways to be his own exception. He writes under a pen name from Salt Lake City, Utah, which he considers thematically appropriate for a book about the stories we tell about ourselves.

Contact: hello@youknewbetterbook.com

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