

media kit

# NEVER A VICTIM

EMPOWER YOURSELF  
BY LEADING  
FROM WITHIN



ZAINAB RAHIM

## THE BOOK

### DESCRIPTION

It took a mere single generation of 30 years, for Singapore's collective leadership of Lee Kuan Yew to miraculously turn the nation from a slum-ridden hotbed of opportunistic immigrants to a first world city state. Learning from her leaders' example, Zainab turned 'fear' into 'love' - the two sides of the same coin to transform a legacy of abuse and misuse into a strategy for achieving abundance, happiness and success.

Written for the millennials, this book is about self-empowerment. It is to ensure success at all collective leadership levels: the corporate world, the nation and beyond. It underscores the premise that the 'family' is the microcosm of society that defines children's success or failure which ultimately, determines the society's development. This book points the way to the journey into the future, with milestones and landmarks through the vivid examples of the author's life tormented by differences in religions, races and political ideologies. Will COVID-19 be a wake up call for purveyors of hate, greed and arrogance to learn that we owe our children a better world?

### LEARN HOW TO...

- Avoid self-sabotage: Stop being subconsciously pulled back into the past and repeating self-limiting behaviour. Learn to manage your emotions and actions.
- Avoid dependence on others by harnessing effective loving relationships, kindness and compassion for a life of abundance.
- Avoid the disaster of bad relationships using effective communication to get what you want without having to fight for it.

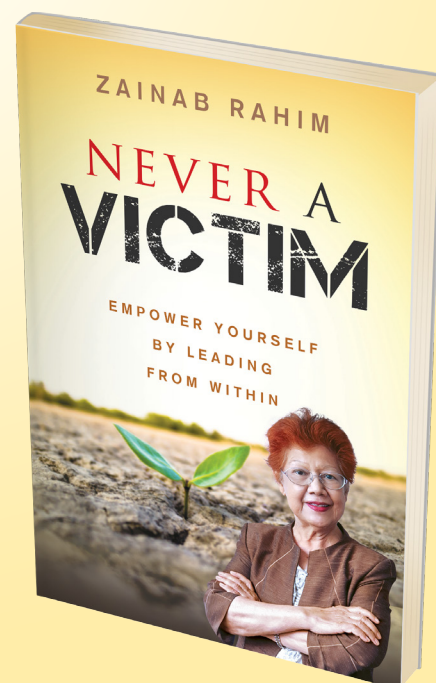
- Avoid the downward spiral threatened by the COVID-19 pandemic as it breaks up systems, beliefs, norms and tradition studiously built over time to crumble overnight. Type your text
- Learn how to manage life transformational changes effectively.

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**“For those who see problems as problems, they end up with a life full of problems! Without turning those problems into SOLUTIONS, they lose all the OPPORTUNITIES.”**

—Zainab Rahim

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## THE BOOK

### EMOTIONAL MANAGEMENT AND RESILIENCE BUILDING

**Harness your INNER STRENGTH to live successfully and happily!**

#### UNCOVER IN THESE PAGES...

- You will never be a victim to anybody once you understand how your mind and emotion work to ensure appropriate actions for success.
- Once you know how to communicate effectively, you will always get what you want without having to fight for it.
- By managing your mind and emotion, you will find money to be a tool for happiness and you will be able to live in abundance.
- To maintain your success, you have to be aware of the hidden danger that comes with it.
- You will be able to find a silver lining behind every failure to help you rise to a higher level successfully in the continuous trial and tribulation of life.
- By nature, you will find that every man or woman deserves to be loved, valued and accepted without having to qualify for it.
- You will be able to develop resilience to face challenges of uncertainties and make appropriate choice of actions to find your future path, empowering your inner 'self', successfully.
- For young parents, you will understand the strength of your children's learning psychology to help them nurture their potential successfully in the competitive environment of global diversity.
- You will find how the pragmatic political philosophy of Lee Kuan Yew turned Singapore into a first world nation in the last century of the second millennium.

- Most of all, you will discover how powerfully destructive the subconscious mind can be and how to manage it from blocking your way to live successfully by turning problems into opportunities.

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**“Emotion is a judgement call. You are angry when your right is violated, guilty when you violate other people’s right. Emotion cannot be controlled; but to succeed, it must be managed.”**

—Zainab Rahim

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## THE AUTHOR

**B**orn in 1947 to a Chinese mother and Indian father, Zainab grew up alongside her mother's Saudi Arabian foster family. She was the pioneering batch of Malay-educated students to enter Singapore University in English and graduated among the top students of her cohort in 1970.

She rejected a post-graduate scholarship conditioned by childhood limiting beliefs and joined the national broadcasting station instead. Producing current affairs programmes in Singapore's developmental journalism under the government of Prime Minister Lee Kuan Yew, she was approached to join the elite Administrative Service in the Prime Minister's Office, and to serve in the ruling People's Action Party and possibly become a Member of Parliament (MP). She turned it down again, influenced by her self-limiting beliefs. She continued with professional training in Radio Netherlands Training Centre (RNTC), BBC London and the Australian Broadcasting Corporation.

Thirty-five years of broadcasting has exposed Zainab to the best and brightest in the nation and beyond. It pushed her towards self-development courses other than Sociology, Psychology and Economics. Determined to clear her mental block that conditioned her life, she went for courses on the working of the mind and emotions to free herself of her subjugated past.

Married to a Malay gentleman whose family originated from Java, Indonesia, her life story is a microcosm of Singapore's multiracial nation. Inspired by bold and visionary leadership, she pushed boundaries for her Malay-language team to win the New York Radio Festival Award in 2001. Her son won international Asian Financial Leadership Award in 2016 while her daughter won the Shell-Singapore Dance Theatre

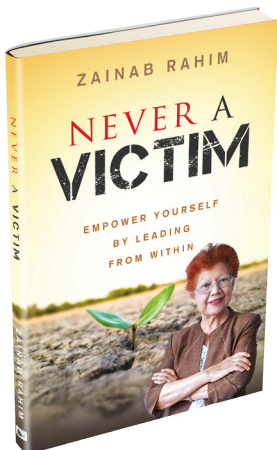


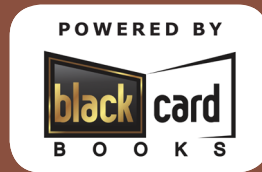
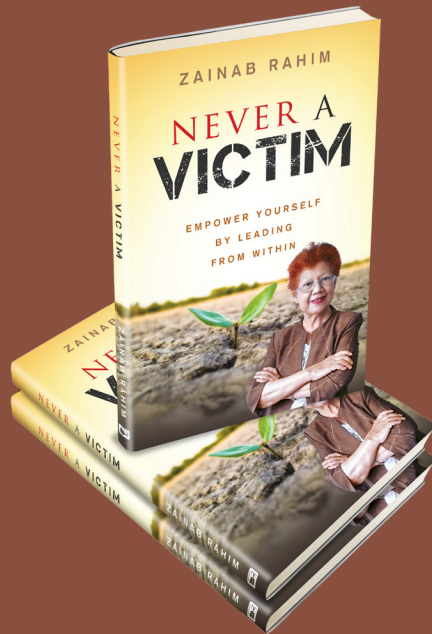
(SDT) scholarship. In retirement, she worked as a counsellor- trainer with Citibank-Tsao Foundation in financial and relationship courses sharing her experience with the above 40s.

Zainab does not want her life's lessons to languish in the mist of time. It is a legacy of Singapore's past collective experience as the millennials face an increasingly challenging tomorrow of the COVID-19.

## BOOK INFO

Book Title: **Never a Victim**  
Subtitle: **Empower Yourself by Leading from Within**  
Release Date: **2021**  
Price: **USD 32.00**  
ISBN: **978-1-77371-502-5**  
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Published by

**Black Card Books**

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Stouffville, Ontario

Canada, L4A 0N2

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[www.blackcardbooks.com](http://www.blackcardbooks.com)