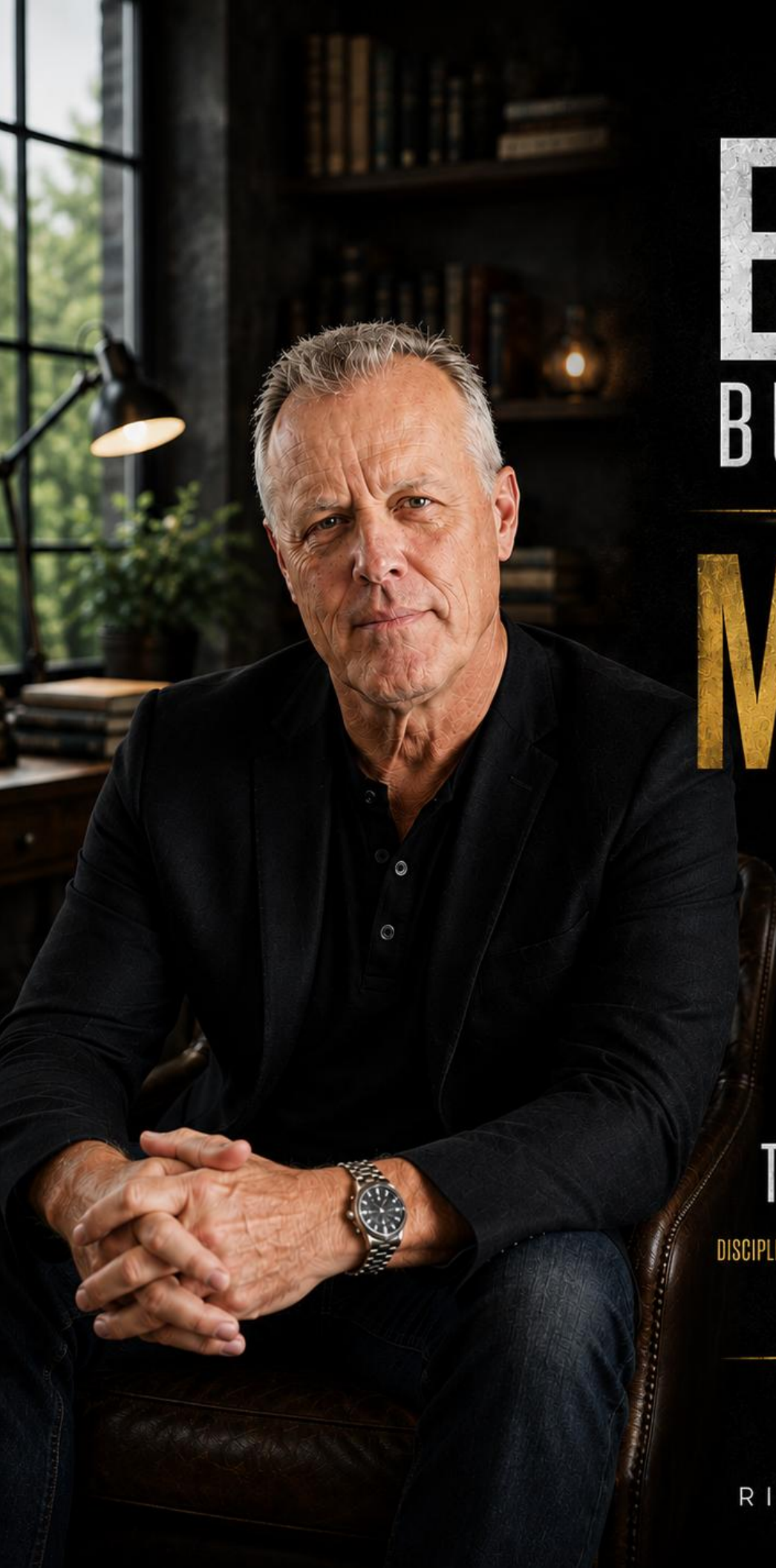




ERIC
BUCHHOLZ

MEDIA
KIT

AUTHOR & CREATOR OF
THE **RISKY** SERIES

DISCIPLINE • MINDSET • LEADERSHIP • PERSONAL GROWTH



RISKYSERIES.COM

MEET ERIC

Eric Buchholz is the creator and author of the **RISKY Series**, a personal development book series built around a simple belief: lasting change begins when you **take ownership of your life**.

His work explores discipline, mindset, leadership, courage, responsibility, relationships, purpose, and the decisions that shape who we become. Rather than promising shortcuts or temporary motivation, Eric challenges readers to confront what is holding them back, **raise their standards, and take action**.

But **RISKY** wasn't built from theory alone. After decades of working, raising a family, experiencing success, failure, relationships, setbacks, and starting over more than once, Eric entered a new chapter of his own life. Following retirement, he left the United States and moved to Costa Rica—choosing **reinvention** instead of simply settling into what came next.

That decision reflects the philosophy behind **RISKY**: growth doesn't have an expiration date, and changing your life requires the **courage to stop waiting for permission**.

Today, Eric continues building the **RISKY Series** and its growing ecosystem of books, resources, community, and content designed to challenge people to **take greater ownership** of who they are—and who they are still capable of becoming.

“

**“YOU DON'T NEED ANOTHER LIFE.
YOU NEED THE COURAGE TO TAKE OWNERSHIP
OF THE ONE YOU HAVE.”**



– ERIC BUCHHOLZ



THE STORY BEHIND **RISKY**



OWN YOUR LIFE.
RAISE YOUR STANDARDS.
BECOME MORE.

WHY THIS SERIES EXISTS.

RISKY WAS NEVER ABOUT PLAYING IT SAFE.

The RISKY Series was born from a lifetime of learning one lesson repeatedly: the biggest changes rarely happen when life is comfortable. They happen when something forces you to decide whether you're going to stay where you are—or take responsibility for what comes next.

A LIFE OF REAL EXPERIENCES.

Decades of working. Leading teams. Building businesses. Raising a family. Relationships that thrived and relationships that failed. Wins. Failures. Setbacks. Starting over more than once. Each chapter taught lessons no classroom ever could.

After years of chasing success, I realized the truth that changed everything:
you can spend your life waiting for circumstances to change, or you can decide you're going to change.

THE REALIZATION THAT CHANGED EVERYTHING.

The moment I chose ownership over excuses, and action over waiting, my entire life changed. That decision became the foundation of **RISKY**.

WHY RISKY EXISTS.

RISKY was created for people who know they're capable of more but have grown tired of waiting for motivation, perfect timing, or someone else to change their circumstances.

The books aren't about becoming somebody else. They're about developing the **courage, discipline, mindset, leadership, relationships, purpose,** and **resilience** required to become more of the person you're capable of being.



FROM RETIREMENT TO A NEW LIFE OF PURPOSE.

After retiring from the United States Postal Service, I closed one chapter of my life and moved to Costa Rica—ready to build what came next.

Different location.
Same mission: to live with intention and help others do the same.

“THE SAFEST LIFE ISN'T ALWAYS
THE ONE WITH THE LEAST RISK.
**SOMETIMES THE BIGGEST RISK IS
STAYING EXACTLY WHERE YOU ARE.**”



— ERIC BUCHHOLZ

THE RISKY SERIES 

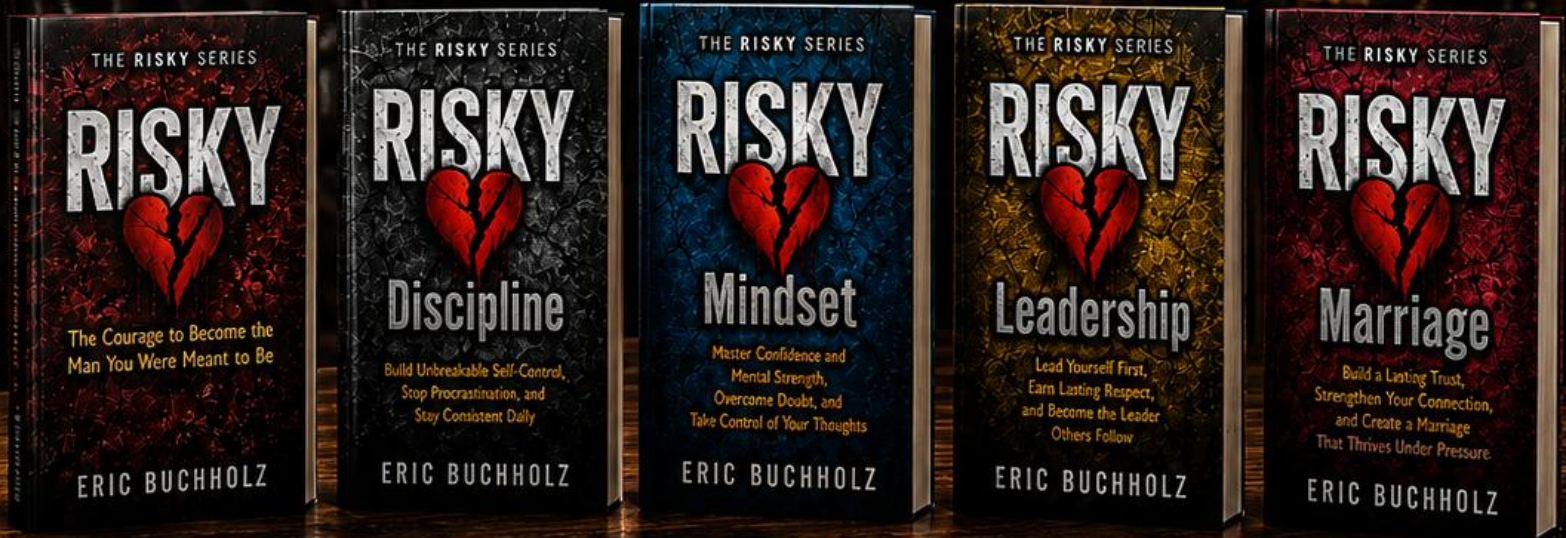
THE **RISKY** SERIES

BUILD THE PERSON CAPABLE OF BUILDING THE LIFE.

The RISKY Series is a personal-development collection built around the principles that shape every area of life.

Each book stands on its own, but together they share one mission:

TAKE OWNERSHIP. RAISE YOUR STANDARDS. BECOME MORE CAPABLE.



THE SERIES CONTINUES

PURPOSE • RESILIENCE • SUCCESS • LEGACY • MASTERY



OWN YOUR LIFE.



RAISE YOUR STANDARDS.



BECOME MORE.



ERIC BUCHHOLZ



INTERVIEW TOPICS

Conversations that challenge people to take ownership, raise their standards, and build a better life.

- 01 DISCIPLINE OVER MOTIVATION**
Why motivation disappears—and how standards, habits, and personal discipline keep you moving when you don't feel like it.
- 02 LEAD YOURSELF FIRST**
Why leadership begins long before a title, position, or team—and how the way you lead your own life determines your ability to influence others.
- 03 THE MINDSET THAT CHANGES EVERYTHING**
Breaking the cycle of self-doubt, excuses, and limiting beliefs—and learning to take control of the thinking that drives your decisions.
- 04 THE COURAGE TO START OVER**
What retirement, leaving the familiar behind, and moving to Costa Rica taught Eric about reinvention, uncertainty, and refusing to believe your best years are behind you.
- 05 OWNERSHIP CHANGES YOUR LIFE**
Why taking responsibility—even when circumstances aren't your fault—puts power back in your hands and changes what becomes possible.
- 06 BUILDING SOMETHING THAT MATTERS**
The story behind creating the RISKY Series, building a personal-development brand later in life, and turning experience into work that can impact other people.

ADDITIONAL CONVERSATIONS:

Relationships • Purpose • Resilience • Habits • Entrepreneurship
Writing & Publishing • Personal Growth



ERIC BUCHHOLZ

LET'S HAVE A CONVERSATION.

PODCASTS | RADIO | INTERVIEWS | MEDIA | SPEAKING

Eric Buchholz is available for thoughtful conversations about discipline, mindset, leadership, personal growth, relationships, reinvention, and taking ownership of your life.



SCHEDULE AN INTERVIEW

Choose a date and time that works for you.



BOOK YOUR INTERVIEW →

<https://calendly.com/ericbuchholz/one-on-one>



ERIC BUCHHOLZ

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