

## **Ingvar Villido's new book reached the top of the Amazon USA bestsellers list – April 29<sup>th</sup> 2022**

A new book by Estonian educator and spiritual teacher Ingvar Villido became a bestseller in self-development categories a week after its publication in the Amazon USA online store. The long-awaited English book titled [\*Practical Consciousness: Freeing Yourself from Emotional Addiction to Live a More Joyful Life\*](#) topped four categories as of April 20 and remains in the Hot New Releases book lists in several fields.

"People have three main unresolved problems: poor concentration, belief in their thoughts and regular daily emotions. Emotions, also referred to as feelings, are incredibly influential. This is where the root of all problems lies and also the most effective solution," says the author Ingvar Villido. "So far, there has been no easy solution to this problem and no lasting result, but now there is. This book is written as a practical step-by-step guide to solving problems affecting how you are feeling."

"Unfortunately, most people do not have the skills to deal effectively with their emotional problems," says psychologist Patti Levin at the book launch. "This is precisely what Ingvar Villido's book offers. The clarity and effectiveness of these techniques is truly impressive."

In his new book, Villido teaches in simple language how to stop being controlled by emotions and take the reins of your life. The book contains 14 simple methods for getting rid of worry, anxiety, stress, and other negative emotional effects that plague us especially strongly in these chaotic times. It offers a completely new technology that can be used individually to increase personal freedom of choice and support personal development.

"If we look at what society teaches us about dealing with emotions, it's mainly suppression, distraction, denial, pretense and so on. Teachings like "think better thoughts" or "use positive affirmations" do not work or work only for a short time. None of these recommendations produce lasting results," says personal development coach and writer David Kennedy. "Ingvar Villido's method is amazingly simple and fast, but its real uniqueness is the permanence of change – it is possible to get rid of an emotion once and for all."

"The chain of successive emotions leads our lives in a certain direction," says Johndennis Govert, a Buddhist lama who read the book's manuscript. "Every time one link is released from this chain, there is more freedom in life."

"We need to spread this practical teaching in the world to help people," explains Ingvar Villido, who seeks to make the world more humane. "As a result, everyone can bring more human qualities to their activities and get rid of the inhumanity that is the biggest problem in the world today."

"I wrote this book so that it would reach many people in need around the world, contributing to making the world a better place for all of us," adds Ingvar Villido.

The top-selling book is already being translated into German and Spanish, and preparations are also underway for an Estonian translation.

Ingvar Villido has been teaching people in Estonia and internationally for over 30 years. His first book "Emotions. The Biggest Addiction of Humanity" reached the top of Estonian book sales tables in 2018. In 2021 he founded the Practical Consciousness Foundation to make the method of practical use of the qualities of consciousness widely accessible. In addition to the training centre in Lilleoru, Estonia, further schools have been established in the US in

San Francisco, Ireland and Germany in the first half of 2022. Further schools are being set up in Denmark, Finland and North Macedonia in the near future.

Thirty Practical Consciousness 1st and 2nd level [trainers](#) have grown out of Ingvar Villido's international student body teaching across Europe and the USA.

**Additional information:**

- [Press kit](#), [photos](#), [cover](#)

- Video of the virtual book launch (with Mark Gober, author of the preface and writer and innovator Gunter Pauli): [in English](#)

- Ingvar Villido's webpage: <https://ingvarvillido.com>

- [Find the book in US Amazon](#)

- The book reached the Amazon US topseller list in four [categories](#) related to personal and spiritual development:

#1 experimental psychology

#1 psychology and religion

#1 religious philosophy

#1 mysticism

- In many parts of the world extra books were bought and donated to international aid organizations to deal effectively with emotional trauma for war refugees in Ukraine.

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