

## An easier life with lower expectations in ourselves



### Isabell Prophet So How Good Should I End Up Being?!

[Wie gut soll ich denn noch werden?!]

Put an end to the exaggerated expectations in ourselves

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**Isabell Prophet**, born in 1986, works as a journalist. She studied economics, after which she interned at the *Cellesche Zeitung* and then attended the Henri Nannen School. As a freelance journalist she works for *Spiegel Online*, *Spiegel Wissen*, *Emotion* and *FAZ Online*. For *Zeit Online*, she has developed the online magazine *ze.tt*. Her themes are artificial intelligence, modern work, and modern life, sometimes all at once. She lives in Berlin.

Fitness, foreign languages, career, love, and dating. There are now endless ways of perfecting your ego, and the best part is that achieving it is as easy as pie, just one click away! It's mere child's play for anyone to learn Norwegian after work, find Prince Charming online, indulge in 15 minutes of transcendence with a meditation app, and become as double jointed as a yogi with the help of YouTube tutorials. Self-optimisation is as easy as never before and we are addicted to it. It has long since become an industry having the perfect You on offer. Pressure from all directions is increasing, and it is we who have the highest expectations in ourselves. Yet getting better is an illusion, for the perfected person is not happier than before.

With clear-sightedness and keenness, Isabell Prophet shows us how large the delusion of the ego consumers has become. We have fallen victim to self-optimisation – and what's more, we like it. But anyone looking for happiness should get into a lower gear and go a different way.

#### Press

"Isabell Prophet dispels our urge for self-optimization – the big myth of our time." *Brigitte Woman*