

# BOB GOFF

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Bob Goff has devoted his life to showing the world what love can accomplish. A successful attorney for 25 years, Bob left his practice to pursue writing, speaking, and international philanthropy full-time, then penned the *New York Times* bestselling book "Love Does," a phenomenon that gave birth to Love Does, a non-profit organization created to provide education to children in conflict zones around the globe. Today, Bob is also a diplomat recognized as the Honorary Consul for the Republic of Uganda. He lives in San Diego with his wife Maria, and the couple's three grown children have started families of their own. Bob's highly anticipated new book **EVERYBODY, ALWAYS: BECOMING LOVE IN A WORLD FULL OF SETBACKS AND DIFFICULT PEOPLE** is slated for release in April 2018. For more information, please visit [BobGoff.com](http://BobGoff.com).

## Why Bob Goff?



- Bob Goff's energy is infectious, his concern is sincere, and his mission is noble. He shows us what living love looks like through truly impactful actions both large and small, from his Love Does organization's schools in 15 conflict zones inside Uganda, Iraq, Nepal, India, and Somalia, to his and his wife Maria's famously open-armed hospitality.
- Bob's built an enormous platform. He reaches more than half a million people on Twitter, Instagram, and Facebook alone, while speaking engagements, his books, and other appearances connect him to millions more through the year.
- International and multi-generational, Bob's growing audience relates to him as a larger-than-life inspiration and a dear friend thanks to his unique combination of humble service, incredible success, self-deprecating sense of humor, genuine warmth and love for others.
- Bob is a humanitarian globetrotter, fascinating but humble, professorial but joyfully irreverent.
- In an era rife with division, Bob urges connection. He doesn't sugarcoat our differences, but presses for love and effort in spite of them. It's a hopeful message that the world needs now more than ever.
- Bob walks the walk. All proceeds from sales of his bestselling first book "Love Does" went to the organization that now bears its name. Love Does as an organization has a reputation for transparency – 100% of all donations directly fund the organization's international programs—and a 15-year track record of making a real difference in war-ravaged communities.

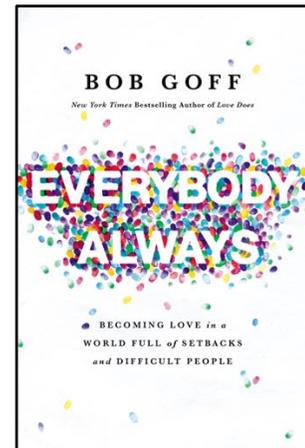
“Don't wait to join a movement. A movement is just a bunch of people making moves. Be a movement.”  
– Bob Goff, *Everybody, Always*

“We don't need to call everything we do 'ministry' anymore. Just call it Tuesday.”  
– Bob Goff, *Everybody, Always*

## About the Book

### *Everybody, Always: Becoming Love in a World Full of Setbacks and Difficult People*

In his highly anticipated new book **EVERYBODY, ALWAYS: BECOMING LOVE IN A WORLD FULL OF SETBACKS AND DIFFICULT PEOPLE**, Bob Goff—author of bestselling tour-de-force “Love Does,” human rights activist, attorney, and diplomat—shows us that healing starts with every single one of us stepping up to love all people, all the time. In self-contained chapters that read like short stories, Bob paints stunning portraits of humble service and grace, illustrating over and over again what love looks like in action. Driven by Bob’s fireside storytelling, global perspective, and endearing sense of humor, **EVERYBODY, ALWAYS** defines love not as an emotion, but as something to become – the universe’s ultimate transformational force, accessible to everyone, everywhere.



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### Why *Everybody, Always*?



- **EVERYBODY, ALWAYS** mixes storytelling and advice seamlessly to create a read that’s as fast as it is compelling. Never pedantic and unfailingly heartwarming, the book relies on real people to show what becoming love looks like.
- The book introduces incredible women and men in Bob’s life who have accomplished the impossible and made countless lives better. A blind Paralympian, an airport security officer, Ugandan witch doctors, sky divers, refugees, a widow, a convict, and so many more serve as living, breathing examples of the power of love and being loved.
- The international scope of **EVERYBODY, ALWAYS** makes its message of change through love even more relevant and urgent. Bob writes about the needs and beauty of his next-door neighbors with the same care he gives Ugandan refugees, and the results connect us all.
- **EVERYBODY, ALWAYS** urges love but never pretends it’s easy. An uncanny combination of devout optimism and firm realism, the book acknowledges the challenges of loving those who are different from the beginning. Chapter One is entitled “Creepy People,” both grounding Bob’s message in reality and introducing his wry sense of humor.
- Throughout the book, Bob illustrates that in discovering how to love others well, we can all find our calling – our mission in life that we’ve been uniquely created to pursue.

“Love isn’t something we fall into; love is someone we become.”  
– Bob Goff, *Everybody, Always*

“Simply put, we can stop waiting for a plan and just go love everybody. There’s no school to learn how to love your neighbor, just the house next door. No one expects us to love them flawlessly, but we can love them fearlessly, furiously, and unreasonably.”  
– Bob Goff, *Everybody, Always*