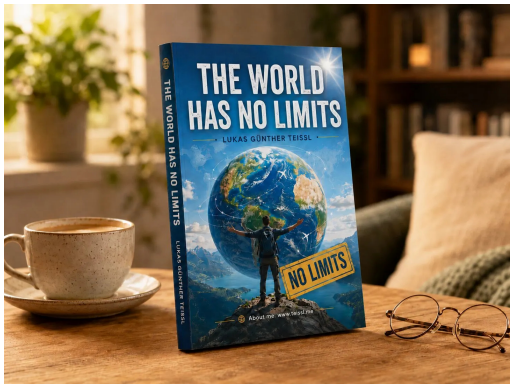
Books

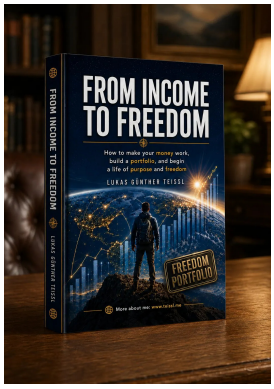
The complete book catalogue

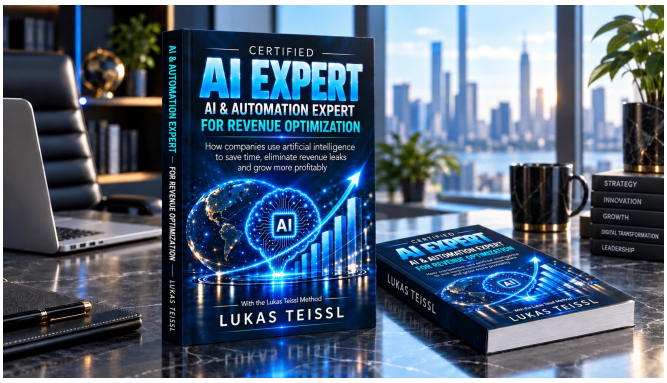
Four books. One approach to life: act with purpose.

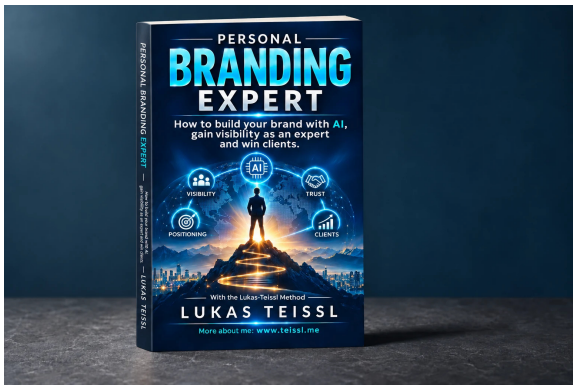
My books explore questions that shape my own life and work: how can I broaden my perspective? How can I use my resources thoughtfully? How can technology help me work better? And how do I show people what I stand for?

4 Books · EN









Lukas Günther Teissl

Travelling introduces me to different perspectives. My work in IT, AI and digital systems gives me practical ways to turn ideas into something useful. Alongside that work, I have been developing my own brand for more than 15 years. I see these experiences as connected.

I wrote these four books to share my thinking on the courage to explore new paths, a considered approach to money, useful technology and a personal brand that earns trust. Each book looks at a different part of that approach to life.

> For me, freedom means choosing my own path consciously and taking responsibility for how I follow it.

What connects the books

Think openly. Decide thoughtfully. Act effectively. Build trust.

Which book fits your next step?

Start with the question that matters to you now. Each book stands on its own; you can explore the other perspectives whenever they become relevant.

The World Has No Limits

Are you ready to look at life from a different angle?
Broaden your perspective

From Income to Freedom

Would you like a clearer perspective on your financial decisions?
Use your resources thoughtfully

AI Expert

Would you like to see where AI could help in your work?
Put technology to useful work

Personal Branding Expert

Would you like the right people to understand your value?
Make your expertise visible

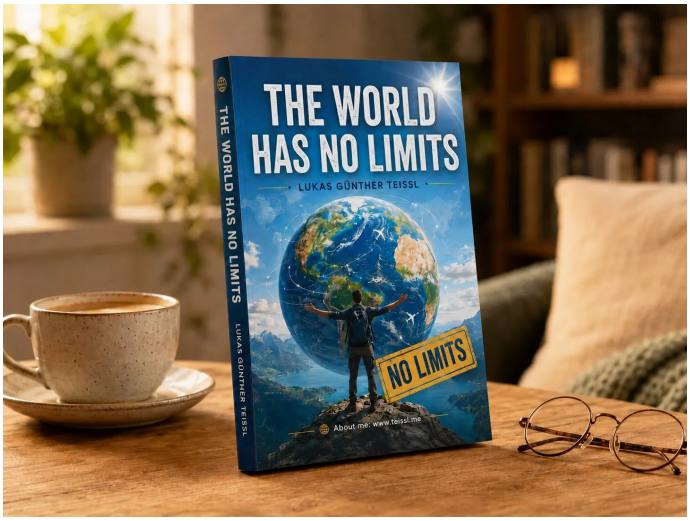
Broaden your perspective

The World Has No Limits

The next horizon starts with a choice.

Reflections on travel, personal development and international possibilities. For people who want to question familiar assumptions and make more deliberate choices about their own path.

Book brochure · EN



Lukas Günther Teissl

Fresh perspectives. Thoughtful choices. A path of your own.

How it fits my approach to life

This book reflects my curiosity about the world. Encountering different ways of life helps me question what I take for granted and consider possibilities with a more open mind.

WHAT THE BOOK OFFERS YOU

A wider view. A personal sense of direction.

Perhaps you already feel how much there is still to explore: different places, new possibilities or a more deliberate way of living. This book invites you to question familiar assumptions and make room for your own direction. Bring curiosity about the world, an honest look at your wishes and a willingness to take responsibility for your choices.

When the familiar starts to feel small

A busy calendar can be filled with commitments that have come to feel inevitable. Yet some questions remain: Does this direction still suit me? Which possibilities keep catching my attention? The book explores the desire to live more consciously, reconsider inner limitations and connect the idea of change with the life you lead each day.

Notice more possibilities

Question familiar assumptions and make space for perspectives you may previously have dismissed too quickly.

Understand what you want

Explore what freedom, security and fulfilment mean to you personally, and which choices fit those priorities.

Give an idea a next step

Connect a larger ambition with a practical choice you can make deliberately and explore in everyday life.

Personal development, international perspectives and responsibility come together here. Bring a question that matters to you into your reading and consider what the ideas could mean in your own circumstances. Your experience becomes the starting point for reflection.



INSIDE THE BOOK

A wider view of your life.

Mindset & personal growth

Notice your beliefs, reconsider familiar patterns and allow different perspectives. The questions you ask yourself shape how you look at the possibilities ahead.

Responsibility & financial freedom

Connect resources, decisions and personal goals. Financial autonomy is considered as part of a consciously shaped life with a foundation that can support it.

An international perspective

Encounter different ways of living and consider possibilities beyond familiar surroundings. Travel, more flexible working and personal growth offer different ways into this theme.

Energy & everyday routines

Focus, discipline and the way you use your energy matter to larger ambitions. The book also considers the everyday habits that accompany the life you want to build.

Courage & decisions

Recognise opportunities and take responsibility for your direction. Change becomes personal when you consider what deserves your commitment and which choices you are willing to make.

Clarity & inner fulfilment

Gratitude, personal priorities and deliberate choices broaden the idea of success. What feels meaningful to you is part of the conversation about the life you lead.

FIND YOUR STARTING POINT

What question is on your mind?

This book may speak to you if you want a greater say in the direction of your life and are open to examining your own assumptions.

FOR YOU, IF ...

You are considering a change

A personal or professional transition invites you to explore your options and choose your direction with greater intention.

You are curious about the world

Different places and ways of living interest you. You want to explore which perspectives could fit your own path.

You want to live more deliberately

You want a clearer understanding of the habits, choices and goals that deserve a place in your everyday life.

Your personal horizon

01 Which possibility would you explore more closely if you held your usual assumptions open for a moment?

02 What would you like to preserve in your everyday life, and what would you consciously change?

03 What small next step could help you experience a new direction for yourself?

Three additional reflection prompts, written for this brochure to accompany your reading.



THE AUTHOR'S PERSPECTIVE

Written with curiosity about the world

Lukas Guenther Teissl

Author · IT expert · Entrepreneur

Travelling brings me into contact with people who shape their lives in different ways. It helps me question what I take for granted and consider possibilities with a more open mind. I connect that curiosity with my understanding of autonomy: choosing a path consciously and taking responsibility for following it. With this book, I want to share ideas that encourage you to broaden your perspective and take your own questions seriously.

Four books. A life you help shape.

This book opens the personal perspective of my collection. The other titles explore thoughtful financial decisions, useful applications of AI and a credible personal brand. You can start with the subject that matters most to you today.

YOUR NEXT STEP

Make room for a wider view of your own path.

If the idea of a freer, more deliberate way of living stays with you, give it some space. Choose your edition and start with the question that matters to you right now.

Order the book directly

Explore the book online

Take the next thought with you.

Scan the QR code or follow the link. Visit the book page for more insights and the available ways to order.

Visit the book page

Author page on Amazon

Format, price, delivery and any additional services are defined in the current purchase offer.

Questions before your next step

What is included in the book package?

The book package includes the book, an introductory call and 2 additional hours of personal guidance.

How is delivery handled?

After payment, the order is fulfilled manually through the suitable provider depending on region and availability.

Is the book available as an e-book?

Yes. The book is available as an e-book, with a physical book and Amazon & Kindle availability planned or available depending on region.

Can I contact Lukas first?

Yes. You can contact Lukas first if you have questions about the book package or the personal guidance.



Discover the book online

The book page shows the current editions and ordering options. Format, price, delivery and any additional services are governed by the current offer.

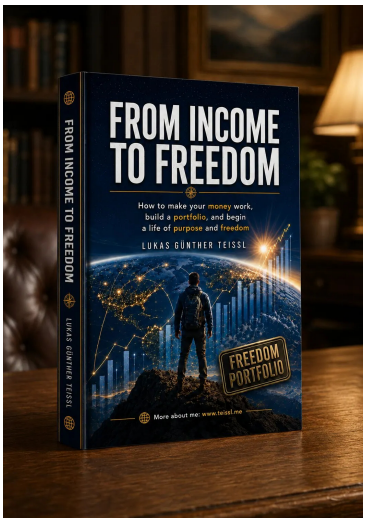
Use your resources thoughtfully

From Income to Freedom

Give your money a sense of direction.

A perspective on managing money, building reserves, creating structure and understanding risk. For people who want to connect financial decisions more thoughtfully with their personal goals.

Book brochure · EN



Lukas Günther Teissl

Understand money. Build structure. Make thoughtful choices.

How it fits my approach to life

For me, greater autonomy comes with responsibility for the resources available to us. This book explores how our choices about money relate to the life we want to shape.

WHAT THE BOOK OFFERS YOU

Look beyond a balance to the choices behind it

You work, earn and carry responsibilities. How closely do your financial choices reflect the life you want to shape? This book connects money management, reserves and portfolio thinking with a personal question: What should your resources make possible? A starting point for understanding financial relationships more clearly and considering your decisions with greater intention.

When an income still leaves questions open

Earnings, regular expenses and longer-term wishes compete for attention. New offers and different opinions about building wealth add to the picture. Understanding the connections helps you ask more useful questions. The book explores that need for structure: What resources are available, which commitments exist, and how do financial decisions relate to the things that matter to you?

Understand the connections

Consider income, expenses, reserves and longer-term goals together, giving each financial question a clearer place in the overall picture.

Ask more useful questions

Examine opportunities and risks more deliberately, and recognise which information you still need before making a financial decision.

Find your own measure

Describe the choices you want to have and the role money plays in your own plans for life.

The book considers money as part of the life you are shaping. It connects financial foundations with responsibility and practical routines, bringing your goals, your overall picture and your approach to uncertainty into the same conversation.

INSIDE THE BOOK

Understand money. Create room to choose.

Managing money consciously

Look at income and expenses as a connected system. The focus is on understanding your position and directing resources in ways that reflect your priorities.

Reserves & stability

Financial reserves and a dependable foundation belong in the planning conversation. The book connects the wish to move forward with attention to security and existing commitments.

Portfolio thinking

Consider wealth building and the relationship between different decisions in a structured way. Explore underlying principles and develop a more organised way of thinking about the subject.

Crypto, opportunity & risk

Cryptocurrencies are considered within the wider context of financial choices. Understanding, responsibility and a conscious approach to uncertainty form part of this topic.

Routines & practical action

Reviewing your position, noticing change and making decisions understandable are everyday activities. Small, repeated actions also shape the way you manage your resources.

Financial autonomy

The question of freedom brings the focus back to your own goals. Using resources thoughtfully includes identifying which possibilities in life matter most to you.

FIND YOUR STARTING POINT

For a more considered relationship with money

An interest in your own decisions is a useful place to begin. The book addresses different situations in which a clearer financial perspective can help.

FOR YOU, IF ...

You want more structure

You want to connect earnings, commitments and wishes, and develop a clearer understanding of your financial situation.

You carry business responsibilities

You want to consider resources more deliberately and relate decisions to longer-term personal and professional goals.

You are exploring wealth building

You want an introduction to underlying ideas, relationships and risks before examining individual possibilities more closely.

What role should your money play?

01 Which possibility in your life would you like a more conscious approach to money to support?

02 Which recurring expenses fit your current priorities, and which would you like to examine more closely?

03 What information do you still need to understand a financial decision you are considering?

An additional reflection exercise created for this brochure and your personal orientation.



THE AUTHOR'S PERSPECTIVE

Connecting resources with the life you want

Lukas Guenther Teissl

Author · IT expert · Entrepreneur

For me, autonomy includes taking responsibility for the resources available to us. I am interested in how decisions about money relate to the life a person wants to shape. That is why this book connects financial foundations with structure and a personal perspective on freedom. I want to encourage a closer look at individual goals and a more conscious understanding of the relationships behind financial choices.

The financial perspective in my collection

Alongside personal perspectives, AI and building a personal brand, my books explore how we use our resources. This title focuses on understanding financial decisions well enough to relate them to your own priorities and goals.

YOUR NEXT STEP

Make financial clarity your next subject to explore.

Your priorities deserve a place in your decisions about money. Choose your edition and start with the question on your mind: gaining a clearer overview, creating more structure or understanding the possibilities you are considering.

Order the book directly

Explore the book online

Take the next thought with you.

Scan the QR code or follow the link. Visit the book page for more insights and the available ways to order.

Visit the book page

Author page on Amazon

Format, price, delivery and any additional services are defined in the current purchase offer.

Questions before your next step

What is included in the book package?

The package includes the book, a free introductory call and 2 additional hours of personal guidance.

Is the book available digitally and physically?

Yes. The book is available as an e-book, as a physical package, and it is also visible on Amazon & Kindle.

Who is this book for?

It is for employees, self-employed people, entrepreneurs and anyone who wants to lead their money more consciously and build freedom over time.

How does ordering work?

The order button leads directly to the secure payment link. Afterwards, the personal guidance can be coordinated.

Discover the book online

The book page shows the current editions and ordering options. Format, price, delivery and any additional services are governed by the current offer.

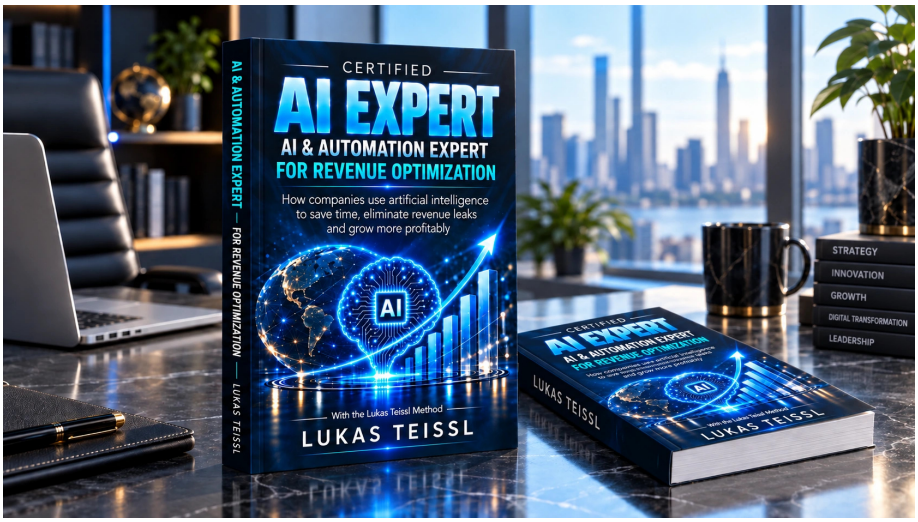
Put technology to useful work

AI Expert

More room for the work that moves your business forward.

A practical book on artificial intelligence, automation and better workflows. For people who want to understand the value of technology and identify useful starting points in their work.

Book brochure · EN



Lukas Günther Teissl

AI and automation with a clear business purpose.

How it fits my approach to life

This book brings in my perspective from IT and digital systems. I am particularly interested in technology that eases repetitive work and creates room for tasks that need human judgement.

WHAT THE BOOK OFFERS YOU

A clear task is a good place to begin

Enquiries, data, handovers: many workflows demand attention every day, even though the same steps keep recurring. This book looks at the tasks behind the technology. Explore how AI, clear processes and automation fit together, and which questions can help you identify useful applications for your business and choose a sensible next step.

When routine work fills the day

Information is entered several times, enquiries wait for a response and handovers trigger more questions. Meanwhile, the choice of AI tools keeps growing. A useful decision starts with understanding the process, the people involved and the result you need. The book invites you to begin there and connect technical possibilities with a specific business task.

Identify useful starting points

Notice recurring tasks, unnecessary handovers and manual data entry as possible starting points for improving the way work gets done.

Prepare a better decision

Consider value, effort and necessary oversight together before selecting a tool or commissioning development work.

Connect people and technology

Think about automation alongside responsibilities, existing software and human judgement so that a solution can make sense in everyday use.

AI Expert brings artificial intelligence, automation and business workflows together. This perspective helps you examine potential applications: Which improvement matters, how could it fit existing systems, and what would useful progress look like in day-to-day work?



INSIDE THE BOOK

From potential to application.

AI in everyday business

Text, information and recurring tasks provide concrete starting points. Ask where AI could assist with a task and what a useful result needs to look like.

Understanding the process

Look more closely at the steps, handovers and repeated data entry. A clear account of the workflow gives you a foundation for assessing suitable technical support.

Automation with a purpose

Consider recurring work together with clear rules. Automation becomes more tangible when you can describe what should happen more reliably, simply or quickly.

Revenue opportunities in the workflow

Examine the journey of an enquiry and how it is handled. Dependable responses and clear responsibilities can create better conditions for making use of existing opportunities.

Connecting your systems

Consider existing software, integrations and custom development together. A suitable solution takes its direction from the real workflows and goals of your business.

Human judgement & oversight

Technical assistance needs clear responsibility. Data, output quality and handovers to people are important questions when developing an idea into a workable business application.

FIND YOUR STARTING POINT

For people who shape how work happens

Bring a real task from your working day into your reading. It gives you a practical way to consider the ideas in your own setting.

FOR YOU, IF ...

Owners & independent professionals

You want to explore useful ways to reduce repetitive work and give more deliberate attention to important tasks.

Managers & teams

You want clearer workflows and responsibilities, and to shape technical changes with the people who will work with them.

Decision-makers planning an AI project

You want a better sense of where to begin and which questions deserve answers before implementation starts.

Your first project outline

01 Which frequent task demands unnecessary attention, and how does it actually work today?

02 What would show you that a new workflow performs better than the existing one?

03 Which decisions should people make, and who should check the results?

Three additional questions created for this brochure to help start a concrete conversation.



THE AUTHOR'S PERSPECTIVE

From a business problem to a technical solution

Lukas Guenther Teissl

Author · IT expert · Entrepreneur

My work connects process analysis with the development of digital systems. I am interested in AI, automation, integrations and custom software where they can support a specific task. That perspective shapes the book: understand the work, consider the possibilities and keep everyday use in view. My website offers a closer look at my approach, the systems I have developed and the subjects I work on.

Knowledge as a starting point for your project

The book provides orientation. If you want to explore a specific task, you can request an initial conversation independently of a purchase. Consulting, programming and technical implementation are agreed separately to suit the requirements of your project.

YOUR NEXT STEP

Turn your interest in AI into a better next decision.

You know the task that takes unnecessary time each day. Bring it into your reading and explore how AI and automation can connect with a specific business objective. Choose your edition and start there.

Order the book directly

Explore the book online

Take the next thought with you.

Scan the QR code or follow the link. Visit the book page for more insights and the available ways to order.

Visit the book page

Author page on Amazon

Format, price, delivery and any additional services are defined in the current purchase offer.

Questions before your next step

Do I need to buy the book before we talk?

No. You can book a no-obligation initial conversation directly. The book is a useful starting point, not a requirement for working together.

Do you offer consulting only, or programming too?

Both. We first clarify what your business needs. Depending on the project, I can also develop custom software, integrations and automations. Implementation is agreed separately.

Where can I order the right language edition?

The direct-order button takes you to the Stripe offer for the current page language. Use the language selector to switch between German, English and Spanish. The Amazon link opens my author page, where you can choose the book and edition you need. The details of the respective offer apply.

Discover the book online

The book page shows the current editions and ordering options. Format, price, delivery and any additional services are governed by the current offer.

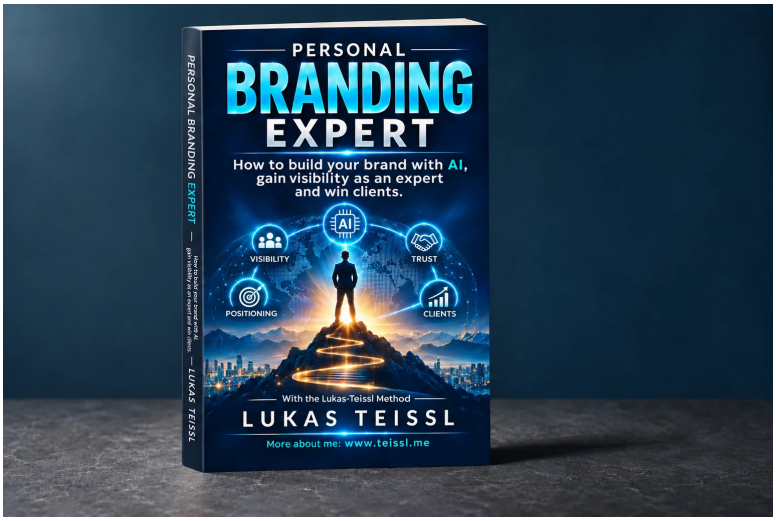
Make your expertise visible

Personal Branding Expert

Give your expertise a presence people can understand.

A book on clear positioning, credibility and thoughtful uses of AI for your personal brand. For people who want to communicate their expertise clearly and build trust.

Book brochure · EN



Lukas Günther Teissl

Positioning, trust and visibility with a voice of your own.

How it fits my approach to life

I have been working on my own brand for more than 15 years. This book connects that experience with my belief that people want to understand who stands behind a service and what they can rely on.

WHAT THE BOOK OFFERS YOU

Make your value easier to understand

You bring knowledge, experience and a perspective of your own. A personal brand makes that value understandable to other people. This book connects clear positioning, credible communication and thoughtful uses of AI. For people who want to show whom they help, what they stand for and why working with them could be a good choice.

When expertise is hard to recognise

A profile can list many qualifications while leaving your actual contribution unclear. The people reading it want to know whether your experience fits their task and whether they understand your approach. The book explores the connection between expertise and how it is perceived, focusing on a presence and a way of communicating that give trust a clear basis.

Sharpen your positioning

Connect your strengths, experience and intended audience so people can understand more easily where you could help.

Give trust a visible basis

Make your expertise tangible through clear statements, relevant examples and a personal story that fits your experience.

Connect your presence

Consider profiles, your website and content as connected communication, with a clear next step for people whose needs fit your work.

Positioning, content and personal presence work together. The book connects those perspectives with your own voice and purposeful uses of AI. The starting point is your actual experience and the people for whom it could make a relevant difference.



INSIDE THE BOOK

Show your expertise. Build trust.

Clear positioning

What do you want to stand for, and what can you contribute? Your experience, strengths and offer give your personal brand a recognisable direction.

Reaching the right people

Understand whom your expertise helps and which questions matter to them. Relevant communication connects their situation with the contribution you can make.

Making credibility visible

Clear statements and examples make experience tangible. A coherent personal story helps people understand your approach and the background to what you offer.

A voice of your own

Content should fit your experience and the way you work. Recognisable communication develops when your expression and your actual outlook support one another.

AI for ideas and content

Technology can support the development of subjects and written content. Your positioning, judgement and responsibility for what you say remain the reference point.

Opening a path to conversation

Bring profiles, your website and communication into alignment. Once someone understands your value, they should also be able to see a sensible next step towards contacting you.

FIND YOUR STARTING POINT

For expertise that deserves to be understood

This book may suit you if you want to shape your professional presence more deliberately and communicate your genuine strengths with greater clarity.

FOR YOU, IF ...

Independent professionals

You want a clearer offer and a helpful sense of direction for people whose tasks make your experience particularly relevant.

Business owners

You want to make the person behind your business recognisable and connect your professional expertise with a credible presence.

Specialists & experts

You want to communicate your knowledge clearly and show the contribution you can make in your professional setting.

Your brand in three clear questions

01 Whom do you help with which specific task, and what experience do you bring to it?

02 Which concrete example would make your experience understandable to those people?

03 What next step should interested people be able to find easily on your profile or website?

An additional reflection exercise created for this brochure and your own professional presence.



THE AUTHOR'S PERSPECTIVE

From my own experience of building a brand

Lukas Guenther Teissl

Author · IT expert · Entrepreneur

I have been developing my own brand for more than 15 years. Travel and international collaboration continually show me the importance of trust in professional relationships. I connect that experience with my work in IT and AI. With this book, I want to help you present your expertise clearly, develop your own expression and base your communication on the contribution you can actually make.

The visible side of your personal development

My four books connect perspective, resources, technology and personal visibility. This title explores how other people recognise your value. It adds positioning and communication that fits who you are to the wider collection.

YOUR NEXT STEP

Build a presence that fits the expertise you bring.

Your knowledge and experience deserve to be understood. Choose your edition and begin with a concrete question: What should the right people recognise when they encounter you? Make room for that answer in your next professional step.

Order the book directly

Explore the book online

Take the next thought with you.

Scan the QR code or follow the link. Visit the book page for more insights and the available ways to order.

Visit the book page

Find the title on Amazon

Format, price, delivery and any additional services are defined in the current purchase offer.

Questions before your next step

Who is Personal Branding Expert for?

It is for independent professionals, entrepreneurs and specialists who want to communicate their expertise more clearly and develop their professional visibility. The focus is on your positioning, credibility and a way of communicating that reflects who you are.

What role does AI play in the book?

AI can help you develop ideas and work on content. The book connects these possibilities with your own voice, clear positioning and credible communication.

Can I work with you directly?

Yes. You can arrange an initial conversation without buying the book. We will discuss your starting point and explore whether and how I can support you.

Discover the book online

The book page shows the current editions and ordering options. Format, price, delivery and any additional services are governed by the current offer.

Discover all books online