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Your Primal Instincts: How to build inner strength in nature

Original title: Urkraft: Slik henter du mental styrke i naturen
Publisher: J. M. Stenersen Forlag 2025
Non-Fiction / Self Help/Nature
60000 Words
English sample chapters, Norwegian PDF

Coping alone in nature gives mastery, self-confidence and security.

Motivational coach Erik Bertrand Larssen has made many trips in the forest and the mountains: Sitting on his father's back in a homemade carrier; participating in demanding operations in Norway's special forces; gone hunting with friends -- and skiing alone to The South Pole. His thesis is that inner strength is built with practical skills and the ability to push one's own limits: to stay warm through the night, but also tolerate getting cold. Finding food in nature, but not being afraid of going hungry for some time. This book is a guide to restoring the balance between the demands of modern life and our deepest instincts. It's about finding your own primal strength. Would you dare to try a day and night alone in the forest, without aids?

Erik Bertrand Larssen's books have sold more than 500.000 copies in Norway -- and are translated to 13 languages.

Foreign rights
Bazar, Finland

Erik Bertrand Larssen

When athletes fail, managers struggle or actors get stage fright, this is the man they call. Erik Bertrand Larssen is one of Norway's most sought after lecturers and motivational coaches. He was trained as a paratrooper in the Norwegian Special Forces. As part of the Special Forces he has experience from international assignments such as Afghanistan and Balkan, working with British SAS and US Navy Seals. Erik Bertrand Larssen has later on graduated from Norwegian School of Economics and Business Administration and has worked for Finansbanken, NetCom, Mercuri Urval and Boston Consulting Group. He currently works in Arctic Securities. Erik Bertrand Larssen has worked as motivational coach for many Norwegian top athletes.

Other titles
Mental Rehab. Five Steps to a Fantastic Everyday Life (2021)
Now! Seize the moment. It's all you've got. (2015)
Hell Week. Seven Days That Will Change Your Life (2013)
No mercy. Be your best with mental training (2012)