

Awareness Is Where Transformation Begins: Tara Brown Expands the Mission of Unchosen through Unchosen Choices™

Through Unchosen and Unchosen Choices™, Brown helps individuals recognize hidden patterns, embrace self-awareness, and choose with greater intention.

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Some of the biggest choices in our lives are the ones we never realize we're making.



Unchosen by Tara Brown

That belief is the foundation of [Unchosen](#) Choices™, a growing personal development brand founded by Tara Brown to help individuals recognize the hidden beliefs, unconscious patterns, and life experiences quietly shaping the direction of their lives. Built on the principles of self-awareness, faith, intentional growth, and meaningful conversation, Unchosen Choices™ encourages people to pause, reflect, ask deeper questions, and move forward with greater clarity and purpose.

The mission first took shape through Brown's debut memoir, *Unchosen: The Choices You Don't Know You Are Making*. Published by [Global Book Publishing](#), the memoir became a #1 International Best Seller, earning Amazon Best Seller recognition with #1 rankings in the Inner Child and Journaling categories, and reaching #21 in Self Help for Abuse.

More than a memoir, *Unchosen* became the catalyst for a movement that continues to grow beyond its pages.

Recognizing that life doesn't always allow people the time to pause and sit with a book, Brown is also preparing the audiobook edition of *Unchosen*. Created for those balancing careers, families, caregiving, and the demands of everyday life, the audiobook allows listeners to experience its message wherever life takes them, transforming everyday moments such as commuting, walking, or working into opportunities for reflection, healing, and personal growth.

Whether experienced through the printed page or the spoken word, Brown's message remains the same. At the heart of Brown's work is a simple but powerful belief: Awareness is where transformation begins.

Through honest storytelling, reflective questions, and a voice grounded in faith and hope, *Unchosen* invites readers to look beyond what has happened to them and examine the beliefs, experiences, and unconscious choices that continue to shape their lives. Rather than offering quick answers, the book creates space for meaningful reflection and encourages readers to discover their own insights.

Whether someone is navigating a life transition, healing from past experiences, searching for purpose, or simply longing to understand themselves better, *Unchosen* offers an invitation to begin that journey with honesty, courage, and hope.

"*Unchosen* was never just about telling my story," said Brown. "My hope is that readers recognize pieces of themselves within its pages and begin asking deeper questions about their own lives. When we become aware of the patterns, beliefs, and unconscious choices guiding us, we give ourselves the opportunity to choose differently."

For Brown, *Unchosen* was never intended to be the destination. It was the beginning of a much larger conversation.

Through *Unchosen Choices*™, Brown is building a platform that extends beyond the pages of a single book, offering resources that encourage reflection, personal growth, and intentional action. Each resource is designed to help individuals better understand themselves, to continue the journey that begins within *Unchosen*, and gain the awareness, courage, and practical tools needed to move forward with greater confidence and purpose.

Following the international success of *Unchosen*, which has resonated with readers across North America, the United Kingdom, and Australia, Brown continues expanding *Unchosen Choices*™ with a vision that reaches far beyond the pages of her book.

She hopes to create opportunities for people around the world to engage in the meaningful conversations that often feel the hardest to begin, empowering individuals to understand themselves better and move forward with greater intention.

Through speaking engagements, workshops, guided journals, books, coaching, and community conversations, she hopes to encourage individuals to become the healthiest and most authentic versions of themselves.

Brown believes lasting change begins with two simple choices: the courage to look inward and the willingness to explore what she describes as "your personal Pandora's Box," the hidden beliefs, experiences, and questions that, once acknowledged, become the starting point for

healing, growth, and intentional living.

To further this mission, Brown is expanding her professional coaching practice while preparing to debut her guided self-awareness journal, *Duality is Balance*, later this month.

Individuals interested in coaching, speaking engagements, and future Unchosen Choices™ resources are encouraged to subscribe through the official Unchosen Choices™ Linktree to receive updates, early access, and exclusive subscriber discounts as coaching services become available.

Whether someone first discovers Brown through her book, a conversation, a keynote presentation, or a future resource, every path leads back to the same mission: helping people better understand themselves so they can intentionally choose the life they truly want to live.

Brown is currently available for podcast interviews, media appearances, keynote speaking engagements, book signings, author talks, and partnerships with schools, churches, nonprofits, businesses, and organizations committed to personal growth and meaningful conversation.

BOOK DETAILS

- Title: *Unchosen: The Choices You Don't Know You Are Making*
- Author: Tara Brown
- Genre: Nonfiction Memoir | Personal Development | Self-Help
- Publisher: Global Book Publishing
- Publication Date: June 7, 2026
- Official Launch: June 27, 2026
- Book Link: <https://www.amazon.com/dp/B0H4DFGHX7>
- Recognition:
 - #1 International Best Seller
 - Amazon #1 Best Seller – Inner Child
 - Amazon #1 Best Seller – Journaling
 - Amazon #21 Best Seller – Self Help for Abuse

ABOUT THE AUTHOR

Before becoming an author and entrepreneur, Tara Brown spent more than a decade as a Senior RCMS Medical Billing Specialist while embracing the roles of a devoted mother, wife, and dedicated professional. During one of the most transformative seasons of her life, she found herself asking a simple but life-changing question: "Who am I beyond the titles I've spent my life living?"

Guided by her faith, Brown chose to step beyond the life she had always known and trust where God was leading her. That journey of faith, healing, and self-discovery ultimately inspired *Unchosen: The Choices You Don't Know You Are Making* and became the foundation for

everything she is building today through Unchosen Choices™.

Brown was recognized by Influential Women Magazine for the mission and impact of Unchosen Choices™, where she was featured as a contributing member. She continues building the brand with transparency, inviting others to grow alongside her rather than simply observe from a distance. Instead of presenting a polished destination, Brown openly shares the victories, setbacks, lessons, and growth that come with building a purpose-driven movement.

Brown believes authenticity matters more than perfection. By openly sharing both the challenges and the victories of building Unchosen Choices™, she hopes to remind others that meaningful transformation doesn't begin when life is perfect. It begins the moment we choose to become aware.

#Unchosen #UnchosenChoices #TaraBrown #SelfAwareness #PersonalGrowth
#AwarenessIsWhereTransformationBegins

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