

Financial Advisor Publishes Book the Same Day as Andrew Huberman, Anyway

Brian Herriot's TIME FREEDOM asks the question PROTOCOLS doesn't: who has 688 pages' worth of spare time?

ALAMEDA, CA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- On September 15, Stanford neuroscientist Andrew Huberman publishes *Protocols: An Operating Manual for the Human Body*, a 688-page guide to sleep, focus, mood, and physical performance. It is expected to be one of the best-selling nonfiction books of the year.

The same day, financial advisor and entrepreneur Brian Herriot publishes [Time Freedom](#): Rethink Your Work and Money to Create a Life You Love Now. It is considerably shorter.



"Protocols is going to be excellent, and it's going to be the most-purchased, least-finished book of the year," Herriot said. "Not because there's anything wrong with it. But because almost nobody has the time to read all of it."

Time Freedom argues that you don't have to be rich or retired to control how you spend your time. By aligning work, money, and lifestyle, most people can regain real choice, flexibility, and ease in everyday life—starting right away.

The book has been endorsed by Cal Newport, author of *Deep Work* and *Slow Productivity*, and Héctor García, co-author of *Ikigai*. It is a Next Big Idea Club September 2026 Must-Read.

"I've never had to tell anyone what to do with more time," Herriot said. "People know. It's time to rest. Time to make a big change. Time to spend with someone you love. Time to read a 688-page

book.”

Time Freedom is available September 15 from Page Two Simplified. More information:
timefreedom.life

Brian Herriot is a financial advisor and entrepreneur based in Alameda, California. He hosts “The Time Freedom Podcast.”

Time Freedom is not affiliated with, endorsed by, or in any way authorized by Dr. Andrew Huberman, who has almost certainly never heard of Brian Herriot.

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