Award-winning global entertainer Keke Palmer announces her new memoir, 
MASTER OF ME, out November 2024

New York – April 24, 2024 – Flatiron Books is proud to announce the publication of Keke Palmer’s memoir, MASTER OF ME, out November 19, 2024. Megan Lynch, SVP & Publisher of Flatiron Books, and Assistant Editor Kukuwa Ashun are editing; Palmer was represented by Lacy Lynch at Dupree Miller & Associates in the deal.

From the award-winning, multi-hyphenate global entertainer Keke Palmer comes the inspiring true story of her journey to understanding her genuine value.

Right when it seemed like all the pieces were coming together and Keke was living her dream life, her world got derailed. She had put in the hard work, she had put in the sweat, her passion and heart had gotten her to where she had always wanted to be, yet she was faced with the hardest challenge yet and was forced to look inward to find an even greater depth and understanding of herself.

In her own raw and intimate words Keke talks about everything including her struggles with boundaries, unconditional love, forgiveness and worthiness. She walks us through how endurance of the challenges that come our way leads to true performance, power, and purpose.

In this exhilarating, deeply poignant, and often laugh out loud book, Lauren Keyana Palmer gets real about life, career and spirituality. She talks about the tools she has developed to take the reins, harness her vulnerability, and recognize her ownership and mastery over her own life to turn her personal power into major power. With her unique blend of humor, empathy, and truth, Keke details her journey back to herself as she finds a new center within motherhood, career, and relationships.

They said, "Jack of all Trades, Master of None."

She said "No, I am the Master."

"Of Me."

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ABOUT THE AUTHOR: Keke Palmer is an Emmy award-winning actress, singer/songwriter, producer, author, television host, and passionate voice of the millennial generation. She rose to prominence through her breakout role in Akeelah and the Bee at age 12 starring opposite Angela Bassett and Lawrence Fishburne and has gone on to star in over 25 films and 30 TV shows including the iconic True Jackson, VP. Most recently, Keke starred in Jordan Peele’s Universal summer blockbuster, Nope, and hosted NBC's reboot of Password with Jimmy Fallon, which had the most-watched new unscripted series premiere of the summer across the broadcast networks. She is the CEO of both KeyTV—a digital network dedicated to spotlighting a new generation of diverse creators and democratizing the entertainment industry—and the record label Big Bosses Entertainment.

Palmer has broken barriers from a young age, becoming the youngest actress to receive a SAG Award nomination in a lead actor category for her work in The Wool Cap at the age of 10, the youngest and first Black Cinderella in Rodgers and Hammerstein’s iconic musical, Cinderella on Broadway, the first Black woman to star as Marty in the Emmy-nominated TV movie version of Grease Live!, the first Black woman to host the MTV Video Music Awards, the youngest talk show host in history, and she recently made history as the first Black woman to win ‘Outstanding Host For A Game Show’ at the 2023 Emmys for her work hosting NBC’s reboot of Password.

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