

"Follow Josh's sage wisdom and advice and you'll find yourself living a rich, successful life. And, you'll LIVE BIG."

- Bob Burg, coauthor of *The Go-Giver* and author of *The Art of Persuasion*

It's Your Life

LIVE BIG



Josh Hinds

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Prologue

I've done this thousands of times before. Talking to prospective clients on the phone has always been a breeze. Where is this coming from? This crushing feeling... I just can't catch my breath and calm myself.

As if reading my mind, my client says, "It'll be OK, honey, take your time. Just take a minute to catch your breath..."

Wait a minute, I should be convincing her—not the other way around. What is going on? Why can't I talk?!

I have gone from being uncomfortable to bordering on extreme anxiety in no time flat. What starts out as a normal day at the office is quickly deteriorating into what feels like one of the worst days of my life. I manage to struggle through the rest of the call before handing it off to a colleague to close the deal. I have never experienced anything like this before; but I know, perhaps instinctively, that whatever I've just felt is my "new norm."

Life is a journey, slap full of ups and downs and all-arounds. We all have adversities

throughout our life. At this particular moment in my life, I am experiencing adversity in the form of a symptom resultant from Tourette's syndrome. Tourette's syndrome is a neuropsychiatric disorder defined by its physical and vocal "tics". The tics are involuntary muscular actions that range from uncontrollable outbursts of screaming to simply eye blinking. It is diagnosed mainly in children and the symptoms generally wane as the child grows older. As a child, I was diagnosed with Tourette's and for the most part the symptoms have been fairly mild—until this disastrous phone call where I struggled with a symptom called a blocking tic. The best I can describe it is as the worst stutter you've ever heard—times about twenty. I can't spit out one word I want to say. Just beyond the vocal chords, which once worked flawlessly, with great skill even, something appears to hold me hostage from being able to communicate what I know in my mind I want to say. The more I try, the more frustrated I become—and, of course, the more frustrated I become, the more it grows into sheer anxiety. Despite the understanding of my client during

this phone call, the increased anxiety exacerbates the blocking tic and I am rendered virtually speechless. That's a hard pill to swallow, and the experience would leave me with—among other things--a phobia about doing business on the phone for years to come.

Just four years earlier, the summer before I turn sixteen, I have the opportunity to work in our family business. It is the start-up phase of the business, so there isn't an abundance of extra resources to pay me. So my dad creates a job for me. I am to call prospective clients, qualify them, and set up an appointment that I will turn over to one of our (more seasoned) salespeople who will then work the deal. If the deal closes, I receive a portion of the sales commission.

As a fifteen year old, I don't realize that this might not be the most desirable job. I see it as an opportunity to succeed and make some money so I dive in. I don't stop to consider the challenges of the job, I don't think of the things that might go wrong or the reasons why I shouldn't be any good at the job. Besides, I don't know any other fifteen

year old kids who get to go to work wearing a tie, sitting at a desk, and calling clients. To get anywhere, it takes action, so I pick up the phone and begin my work. Soon I realize that I like this job, this challenge of making the sale. Over time, I become good at what I do. I learn to use my voice and speech to affect positive responses from potential customers. I see my future unfolding before me, and boy, is it ever bright!

Around this time, one of our salespeople takes me aside one day and says, “Josh, you’re doing well here, and over time and through trial and error, you will become even better. Or you can be proactive and hone your skill set by choice, and become better, sooner.” To me at the time, it is a no-brainer—I want to get better, sooner. So I run out to the bookstore that day after work and purchase a book by Zig Ziglar, a successful speaker and author. My study in personal development is under way. It’s a good thing too, because I will need all the help I can get to deal with this new adversity.

This blocking tic is unpredictable. Just a few weeks after the embarrassing sales call, I

go out on a date with a beautiful young lady. We have a wonderful dinner and see a movie and enjoy good conversation throughout the night. The next day I call to let her know I had a nice time on our date. I cannot speak any of the words I am trying to say. Somehow I do manage to get to the point that she realizes it is me on the phone; but beyond that, the call quickly deteriorates. I remember her saying, “If you really don’t want to go out with me again, just let me know. You don’t have to make up a fake stutter.” It is a crushing experience, but one that I will experience on a number of different levels in the coming years.

As time goes by, I remain in and out of the family business, never really excelling as I had early on—at least in the same context. I do, however, remain extremely interested in learning the skills I’ve been a student of for so long—general business, entrepreneurship, sales, and communication. I practice them as I learn them, mostly visualizing them.

Years later, things begin to come into focus a bit more for me. Because I am interested in personal and professional development, I find myself looking for some

way to express and unleash my passion for those topics. I find the answer when I start what is really a hobby website.

In 1996, while working with a local computer retailer, I purchase a domain name, a Web address. Initially, my idea is that I will do some basic computer tutoring and consulting on the local level. Because owning a domain name back then is trendy, I do just that. Looking back, it was sort of silly—why do I need a website to do local computer training—but hey, it's 1996.

About this same time, I come up with a simple little idea to create a Web page where I would link to specific Web pages for speakers and authors of whose work I am a fan. It isn't some genius idea initially. Looking back, while I did a number of things wrong, one key thing I did correctly was that *I got started* on the idea. That is, I don't wait for the all the thoughts to start flooding in with all the reasons I shouldn't pursue the idea. I get started, and I enjoy the process of breathing life into this idea.

At first, not a lot happens. I am

thoroughly enjoying the project, but beyond that it isn't as though I have some grand vision that in time it will become a full-time business that will eventually be responsible for me becoming a professional speaker. At the time I am working on the Web page, this idea is so far out of the realm of my reality that if you'd have said it, I would have laughed right in your face...

So I give my time to an idea—initially a simple idea, but one I am passionate about. I create a mission from that idea that is very much alive and serves to steer the direction our business follows to this day. That is: to offer the leading personal and professional development resources to people worldwide. Certainly it is an audacious goal when I first begin. I don't know exactly how I will go about making it a reality, so I just start out as best I can, very much like I had years before with my family's business.

Before long, interesting things begin to happen. For starters, people actually start to visit the Web page. In fact, lots of them do. Soon the simple little Web page is included in the Yahoo Directory, in the self-improvement

category. In the early days of the Web, most people use this directory, which is maintained by actual humans to surf and find things on the Web. There are more traditional search engines, but the Yahoo Directory is definitely a go-to resource for finding things. And someone, a real, live human being at Yahoo deems my little hobby website to be worthy of being listed in the category; initially among twenty or so other related websites. Lots of people are visiting the site.

If you do your best, stay in the game, learn along the way, and adapt as best you can, life has an incredible way of filling in the details for you.

This is a profound lesson I learn and it describes how the business progresses from being a hobby to a formalized business. After more visitors begin using the Website, several things become clear. I can keep things as they are, or I can ride this horse as best I can and see what might come about as a result.

I opt for the second choice; and years later, here I am with countless testimonials from people worldwide who have been

positively impacted by that simple decision. My decision to give things a go, even though all the details for doing so weren't quite clear in the beginning, made all the difference. It's true that for the person willing to move forward in the pursuit of his or her dreams; the people, experiences, skills, and resources needed are revealed in due time.

Few worthwhile undertakings are easy. I'm certain that I've left far more than my fair share of money and opportunity on the table over the years, but I can say without a doubt that the journey and all that I have become as a result of having the courage to undertake the journey, far exceeds anything I could have hoped for.

Whatever particular frame of reference we choose to see our world through depends on our outlook. I have my high moments—and not-so-high moments. My outlook is that whatever life sends my way is an opportunity. I only need to understand this truth and then take action and I will eventually find success. Throughout this book, I reveal to you a number of different life lessons that have made a difference in my life—and I

believe can do the same for you.

Friend, you were made for greatness, and the way you honor that gift is by moving forward every single day and working at developing your talents and gifts. My hope for you is that the ideas in this book will serve to help you on that journey as you fully embrace and come to understand that this is *your life*, and as such it is *your choice*, a choice you must make through your actions every day to LIVE BIG!

CHAPTER 1

DEFINING SUCCESS

Success means having the courage, the determination, and the will to become the person you believe you were meant to be.—

George Sheehan

Define success

This is the obvious place to start, and based on the countless numbers of people I work with, either through live trainings or one-on-one coaching, it is also the most often overlooked step. In most cases, it's not that they have completely neglected this step as much as they have done it half-heartedly.

Here's what I mean. When I ask people what success means to them, their answers are often along strictly monetary lines. Monetary rewards are only part of the success equation. You need to think in specific terms regarding what success means to you. Defining success helps you to better follow that moving target throughout your life. I've heard success defined as the freedom to be myself. Only the individual can honestly say

what it would take in terms of free time, monetary freedom, or anything for that matter, to truly be his or her own self.

Mother Theresa was successful, I would say, in terms of the good works she did on behalf of some of the poorest people in the world. Parents who pour years of time, love, and energy into raising their children for the sake of watching them become all they can be are certainly successful. In both examples, the end result is success and achievement without the acquisition of monetary wealth.

Friend, do yourself, your loved ones, and all those around you a favor and carefully create your own definition of what it means to you to be successful and live a life of fulfillment. As you fix that definition in your mind, you will put yourself in a position to attract that picture into your life. Live by choice rather than chance.

How do *you* measure success?

My feeling is that as long as I have the resources necessary to move through life fully able to pursue the goals and dreams that are important to me, then I am successful. This

definition gives us the room to dream and really think about what it would take to live out our goals and dreams—the things that we truly place personal value on—not just those things that outside forces may deem important such as money or material possessions.

Say, for example, you want to be the best parent you can be. That doesn't take a lot of money, does it? No. Unless you think to be a good parent you must have ample amounts of money to care for your children. In this case, it is not the amount of money you have or lack. In fact, only you can decide what is enough for you and your loved ones.

It is far easier to take our due credit for our past achievements when we're not holding ourselves up to someone else's standard. Competition isn't a bad thing, but when it's the only measuring stick we use, it can end up working against us if we are not careful.

In my opinion, success is best measured on a personal level. When we frame what constitutes living a successful life around

those things that we personally see as valuable, then we enjoy where we are now more. Life will offer up opportunities to us that we never noticed before.

When we set out to do the best we can do, it is inevitable that great opportunity finds us because we are doing what truly makes us happy. We're in alignment and ready for the opportunities that life puts in our path.

Keep this thought in mind: success is a personal thing. Define it according to what you value most, and you are far more likely to achieve it as well as enjoy it once you have it.

The Success Journey Starts With You

As Henry David Thoreau so eloquently wrote, *“Most people lead lives of quiet desperation and go to the grave with the song still in them.”* Many people miss the mark, not because they lack the ability to achieve success in their given endeavors, but rather because they never take the time to truly identify what success means to them. And as a result, they end up moving aimlessly through life hoping to hit upon what it is they think they want to achieve—often not even truly

realizing what it is they are seeking.

When you have a solid definition of success crafted, you can use it to lay out a plan to follow that will naturally put you in alignment with whatever it is that you believe to be most important. I have had conversations with people who, after taking the time to define what success means to them personally, realized in that very moment that they had many times already experienced great success in their lives.

I'm fond of the saying, "success begets success," which in its simplest form means that one achievement—no matter how small it may appear at the time—allows us to build upon that achievement and move forward to the next task, which upon completion, will propel us further on to our next undertaking. Hence, success begets success. Or, one successful outcome leads to greater accomplishments.

It Doesn't Always Take Money, Honey!

Some of the greatest success stories ever told are about people just like you and I who started with little or nothing and grew

their business idea into a masterful success. Would it have been easier if these folks had access to deep pockets when starting out on their business journey? Maybe, maybe not—who knows for sure. One could make the case that in some of the situations had these bootstrapping entrepreneurs had it easier at startup, many of them would never have learned the value of persistence and the necessity to be creative in growing their businesses in the first place.

So my question now is what are you waiting for, my friend? It's your life that's waiting for you, why not get the ball rolling now, take a little action, and start moving toward the success that awaits you?

If you have yet to clearly define what success means to you, take the time to do that now. Be sure that your definition is highly personal. Acknowledge times in your life when you have met with positive outcomes.

When you have your personal definition of success, you will have a powerful road map from which you can make decisions—you have a gauge from which you

can look at potential goals and ideas and measure the commitment it will take to see them through to completion based on those things that are most important to you.

In some instances, you may find that a given undertaking isn't really in alignment with your definition of success and that even if you were to achieve a goal that it wouldn't move you closer to what you personally define as leading a successful life. At other times, it will be crystal clear that your current endeavor, the path you find yourself on, is totally in line with what you've taken the time to define as being successful after you've compared it to what you've identified.

Action Steps

1. Take the time right now to get clear on what success means to you. What will it look like? What will it feel like? What things are truly most important to you? What resources will be available to you when you are leading a truly successful life? What difference will having those resources available to you make not only in your life, but in the lives of those around you—

family, friends, co-workers, etc.?

2. Each morning before you begin your day, recite to yourself your personal definition of success. Close your eyes as you recite it to yourself and take a moment to think about what it will be like when you are truly living your own definition of success. Consider any actions that you must take in order to move yourself closer to whatever you define as successful. See yourself doing those things with ease—and as you're doing so, moving closer to whatever it is you have identified.

For these two steps to work, you need to create a habit for doing them. At first, it may appear that you aren't being authentic, or you may even feel that you're telling yourself a lie. The main thing is to do it anyway. It may not feel authentic because it's something you may not be used to doing. Think about the first time you learned to ride a bike. You had to tell yourself that you would learn to ride it. You had to instill the belief that you could do it, which eventually led you to a point where you were able to do it with ease.

Through this simple, daily exercise, you will develop the positive habit of keeping your own definition of success nearby at all times, which will ensure that you are working on and staying plugged into what is necessary to fully live your own definition of success.

Live BIG: Move Toward Your Dreams

"Life rewards those who aren't afraid to step out in the direction of their dreams. I am that person. Today and every day from now on I am claiming the dreams I have for myself. I am more than capable of achieving whatever I want in my life. What skills I lack now I can learn. Through action I am making progress daily."

"Keep steadily before you the fact that all true success depends at last upon yourself."

- Theodore T. Hunger

Defining success and owning your personal vision of success is step number one in learning to LIVE BIG!

CHAPTER 2

GOAL SETTING

“The major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get.”

—Jim Rohn

Consider the definition of success that you outlined in Chapter 1 from an imagined 10,000 foot aerial view. In Chapter 2, your boots are on the ground and you're looking at an up-close and personal action plan for making *what you want*--your success definition-- into *what you have!*

Before we go any further, right now, stop reading, close your eyes, and take several deep breaths. Just clear your mind as best you can, and take a few breaths. Done? Good. Now here's what you must absolutely understand if what I'm going to share with you in this most important of lessons is going to help you. Make no mistake, if you get this, it will help you tremendously going forward.

Drum roll, please.

Virtually everything you want to achieve, have ever achieved in the past, or will accomplish in the future *depends on your ability to keep it front and center of your mind to the point that you will work on it until you meet with success.*

Why is that so important? Because unless you understand and adopt this truth into your goal-setting programs, you will not get the results that you would have if you were to embrace this idea. The saying, “out of sight, out of mind,” describes well the goal-killing truth of losing visual representation of your goals. Keep clearly in mind the following truth: the things we keep foremost in our mind get our attention, and whatever gets our attention, gets done!

If you find that what you are doing regarding setting goals isn't working, then read on because the following goal-setting plan is a simple and effective way to increase your success in achieving your goals.

The Goal Cards System

This is a particular goal-setting system that I call the Goal Cards System—GCS, not

GPS although it does show you where you're going. I teach it as a workshop or in presentations and live trainings that I present to businesses and organizations. When I'm teaching it live, it's a lot more interactive; but since we don't have that luxury here, I'm going to give you the steps involved so that you can put it to work and benefit from doing so in your own personal and professional life.

The system is built around the idea that you can have the very best of intentions, but unless your goal-setting plan includes in it a strong component for keeping you plugged into and working on the things you have deemed most important, it's going to be difficult for you to achieve what you want to see come to fruition in your life. On the other hand, if you employ a system like the one I'm about to share with you and use it on a consistent basis, you will see the goals you set come to fruition.

The Goal Cards System is simple by design. It consists in its simplest form of only a few things:

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- 3x5 index cards
- A universal binder clip (sometimes referred to as a bull clip, think heavy duty paper)
- The steps—detailed below

Your willingness and commitment to keep your goal cards nearby, always, and work on their completion.

So there you have it, you likely already have all that's needed to use the system to its fullest—without having to buy anything. And if you do, it is a very minimal investment on your part.

I teach this system using 3x5 index cards, but you can use another medium if you so desire. In fact, you could use a combination of a smart phone (Blackberry, iPhone, etc.) and 3x5 cards. I teach it using 3x5 index cards for a few reasons: One, I started teaching it that way years ago. Two, teaching it using just 3x5 index cards proves that getting started is simple and doesn't require a large investment, beyond your honest commitment. Three, it's very easy to take a group or audience through

the set-up in that format.

I should also mention that after you understand the format and steps of the system, you will realize that it's the principles of the system that make it effective more than the particular medium. In short, it's all about keeping what you want front and center of mind, which inevitably helps to ensure you see more of those things and experiences coming to pass in your life.

Here is an example Goal Card you can use, along with a description of how you can use it to achieve your heart's desires.

My Goal Card

Main Goal/Objective: _____

Date and Targeted Time for Completion: _____.

Action Steps: Be sure to use real actions that, when completed, will move you closer to success on the “main goal/objective” listed at the top of each particular Goal Card. This part of the Goal Card is an ongoing process. New action steps are added as they are identified, and as existing action steps are completed (each day if necessary). This is necessary because it keeps you actively plugged in and taking action on what is necessary to get you to where you want to be.

Example:

_____ Action Item Number 1

_____ Action Item Number 2

Personalized Statement of why you want to achieve the particular goal you have set.

Written from the heart, highly personal. The idea is that when you read this section it will rekindle your inner motivation for why you want to put forth all the effort that is necessary to accomplish this particular endeavor.

Hopefully you have found this generic example Goal Card helpful. The following actual card may be even more helpful.

Taylor's Goal Card

Main Goal / Objective: To save enough money to add another bedroom and bathroom.

Date and Targeted Time for

Completion: December 2013.

Action Steps:

____ Look for part-time work that won't interfere with family time and day job.

____ Ask family what they are willing to give up to increase savings.

____ Research to find the best builders:

Internet, friends, Better Business Bureau, etc.

_____ Request quotes from multiple builders.

_____ Compare costs against the increase in property value.

_____ Determine how much we need to set aside each payday toward the goal.

_____ Inquire about bartering services.

_____ Watch for sales on items needed for the project.

Why I want to achieve this goal: Our three daughters have to share one bedroom, and all five of us have to share one bathroom. They don't have enough closet space or room to do their homework. Getting ready for work and school in the morning is hard for the entire family with only one bathroom. I want to accomplish this goal to make our family life more enjoyable.

This example may not be close to what you consider a goal, but to some families, this would be a major and welcomed achievement. Your first card may involve the steps you need to take to earn your college degree or become an apprentice. Your goal may be to become more involved in your child's school, start your own business, or earn a promotion at work. Maybe you would like to lose 50 pounds or play an instrument. Remember, your goals are directly tied to your personal definition of success. The system is a way to keep your goals visible and real.

Often I use both 3x5 cards and my cell phone to set reminders for myself, reminders using the outline and steps mentioned. The point isn't to get caught up in the details of the "right or wrong" way to do this as much as it is to adapt it to your own style—one that you will actually use. You have to stay plugged into and working on the things you have said are worth your effort if you want to see them manifest. You have to be in it to win it!

You must also remember that the Goal Cards System works because it's a "living system". By that I mean it requires your

ongoing participation, especially in the form of the Action Steps section. If you're working at the system, you will be spending the bulk of your time accomplishing, planning, rewriting new action steps, and then getting back to work on the new actions you come up with. That's very much an ongoing process. That's the glue of the system.

Another key reason to keep your goals and action steps visible is that when you feel a sense of accomplishment, even a minimal amount at the time, it creates a snowball effect that encourages you to do more, which in turn leads to even greater results. So staying “in the game” gives you a sense of accomplishment that keeps your progress moving forward.

As I often say, personal development is a hands-on project—you have to be the BIGGEST part in your own growth. If you use the Goal Card System as a regular part of your daily routine, it will serve you greatly. You will quickly start to see more of your goals and desires becoming achievements and proud accomplishments.

Move forward Confidently

Make action your ally as you move confidently in the direction of the goals you set. Take ample time to evaluate the steps to ensure they are in fact moving you in the right direction.

Friend, actions in and of themselves won't guarantee that you will meet your desired outcome. Right action is needed. Consider the following example: If you practice a certain incorrect technique to the point that it becomes a habit, you will unfortunately have learned to do that thing the wrong way. It could be a tennis swing or golf stroke, for instance. The solution is to make sure you're learning the right way and taking actions accordingly. In doing so, you'll develop habits that will serve you going forward. Remember, practice makes *permanent*, but *perfect* practice makes perfect.

Keep the Kinks Out of Your Goal-Setting Plan

When it comes to achieving your goals, keep in mind that old saying, “out of sight, out of mind.” Anytime we allow ourselves to lose sight of our desired goal, it

can end up creating a real kink in the goal-setting process. Our lives can and will get hectic. If we take our eyes off what we want, life has a way of putting some other action that requires our attention in its place.

It's really that simple.

So what's the solution? Keep lists, to-do lists, action tasks—whatever you choose to call them. The point is to keep your goals nearby and in plain sight. And just as important, also write down the smaller tasks that support you in reaching your larger goals—even if that includes going to bed early one night because you have a critical meeting the next day.

Keep yourself on the correct path by taking time to evaluate where you are now and exactly what you want to accomplish. By making certain you are doing what's needed, and putting forth the effort required of you to achieve what you have committed to accomplishing, you will find that you are moving with confidence in the direction of your heart's desire.

Past Achievements Provide Fuel for Current Goals

Allow your past achievements to provide fuel for your current goals. Because you're reading this right now, I have a strong suspicion that you believe wholeheartedly in the importance of goal setting and planning for the future. For this I congratulate you!

That said, do you give equal time to reflect on just how far you have come? Do you celebrate the successes and life achievements you have had? In doing this, you will find a wonderful source of motivation and strength. This is validation that can move you more swiftly along the path of your current plan.

Keeping your motivational batteries charged is essential. Tapping into your past achievements is an easy and extremely effective way to recharge your confidence which provides you with what's needed to charge full steam ahead in the lofty pursuit of your dreams.

Don't Just Check it Off—Mark it Done!

Mark it done! After finishing a task, we

often feel the immediate need to literally strike that task off our list. While this is normal, it may be far better to follow the idea that a reader of my newsletter sent in to me: Rather than simply “striking it off the list,” this person chose to mark it done!

On the surface we might not see much of a difference. However, by marking it “done,” it is easier to look back on our achievements and see the progress we’ve made in our efforts.

Take the time to write down and track your daily accomplishments. Doing so will greatly help to guide you in the direction of your goals and dreams that does wonders toward making them realities.

Always keep firmly in mind that we create our own luck through a four letter word, “work” and six letter word, “effort.”

Action Step

Briefly write out your goals—take the time to do this at least once a day! In doing so, you will find a terrific way to reconnect with them. Make no mistake, keeping them front

and center in your life helps you see them through. Repetition is definitely your friend when it comes to goal achievement.

Live BIG: Goal Setting and Achieving

“I have within me the ability to achieve whatever worthwhile goal I set my mind to accomplish. Whatever I may lack in skill, I can learn. The fact that others with seemingly far less in the way of resources have reached their definition of success is proof positive that I can as well. Through persistence, a willingness to learn what is needed, and the honest commitment toward taking daily action on moving in the direction I want my life to go, I am crafting the life of my dreams. I don't ask for an easy road, I ask for the persistence and willingness to trudge ahead when necessary. In doing so, I'm assured that I will achieve my desired destination. Success is part of who I am.”

Live BIG: Goal Visualization

“I am vigilant when it comes to working on the goals I have for myself. I keep in mind the old saying, ‘Out of sight, out of mind.’ I write down and schedule times when I

will work on the things I've identified as worthwhile to pursue. Each of us has 24 hours in a day, if one person is capable of using that number of hours to pursue their goals, then I, too, can find the time to do so. I resist the natural human urge to accept excuses that attempt to convince me of all the reasons I'm too busy. The simple truth is, I may very well be busy, life may be moving 90 to nothing, but the fact remains that if I want to reach my intended destination, I have to work within the allotted time each day. I'm going to adjust and give ample time toward achieving the success I desire. I am as capable as anyone when it comes to manifesting my dreams. Through persistence, action, and holding on to the vision of what success means to me, I am moving confidently in the direction of all the rewards life has in store for me."

Satisfaction lies in the effort not the attainment. Full effort is full victory."

—Mahatma Gandhi

Set your goals, plan the proper action to attain them, keep them in sight, and get ready to

Live BIG!

**4 BIG reasons you should
buy and share this book!**

BIG reason number 1

This book is a great resource for new employees.

Give this book to every new hire in your company. It's a terrific way to show your employees that you believe in the importance of motivation and personal growth. And that you want to help them be the absolute best they can be.

Having a copy of It's Your Life, LIVE BIG! included alongside their employee training manual & new hire handbook is a terrific way to set the tone for the kind of positive workplace you want your organization to be.

BIG reason number 2

This book is a great resource for customers and clients.

Give copies of this book as gifts to existing, as well as prospective customers & clients. An inspiring book is a great way to stand out above the crowd, while at the same time passing along something that will be both appreciated and that can have a lasting effect. You can clip your business card to the front of the book, tape it to the inside cover, or just about any other combination, the point is that unlike most other gifts you give -- this one is far less likely to be thrown away, and may very well be passed along and shared with others many times over. And of course, every time it is shared so to is your contact information that you've included with the book.

BIG reason number 3

You always have an occasion to give a gift.

Giftng this book works for virtually any occasion, from secretary appreciation day, to father's day, and almost every one in between. Just about everyone appreciates positive, inspiring, uplifting resources. This book is just that!

BIG reason number 4

This book makes a wonderful addition to your companies professional growth library.

Whether your company currently has a library of resources that your team can turn to, or you just want to start one -- make sure *It's Your Life, LIVE BIG!* is included in it. It will both inspire and encourage, as well as give those in your organization the solid time tested strategies necessary to meet with success.

It's Your Life Live BIG—Promo Book

Full book coming in June 2012

to bookstores everywhere!

The Amazon logo, featuring the word "amazon" in a bold, lowercase, black sans-serif font. A curved orange arrow underneath the letters "a" and "z" points from the "a" to the "z", resembling a smile.The logo for BAM! Books-A-Million. The word "BAM!" is written in a large, bold, blue, sans-serif font. Below it, the words "BOOKS-A-MILLION" are written in a smaller, blue, sans-serif font, with hyphens between the words.The logo for Barnes & Noble Booksellers. The words "BARNES & NOBLE" are written in a green, serif font, with an ampersand between "BARNES" and "NOBLE". Below this, the word "BOOKSELLERS" is written in a smaller, orange, sans-serif font.

**Full book coming to a
Bookstore near you**

Live Big is the inspiring, true story of how Josh Hinds overcame Tourette's and other challenges to become a successful motivational speaker, entrepreneur, and pioneer of personal development on the internet. From a learning disability to a reversal of his family's fortune, Josh's journey in life was filled with one obstacle after another. But by learning to see past the adversity and focus on a vision of what life could be, he overcame those hurdles to enjoy success. Josh now shares his experience with audiences in person and around the world to inspire them that they, too, can Live BIG!

"This excellent book will help you develop the momentum you need to propel you towards a life of success and significance."

~Dr. Nido Qubein



Visit JoshHinds.com for more information