

“This amazing book is loaded with practical, proven strategies that you can use immediately to get what you want in every area of your life.”

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SUPERPOWER!

HOW TO **THINK, ACT, AND**
PERFORM WITH LESS EFFORT
AND BETTER RESULTS

FORD SAEKS

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“This book is what everyone needs today if they are going to succeed. The new economic realities dictate that we must change the mind-sets from which we operate. If you want to be at the top of your game and enjoy life the way you want it to be, you need to read *Superpower!* You can bet your competition is reading it, too.”

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— **Brian Foster**,
CEO, United Sports Solutions, Inc.

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— **Steven A. Sims**,
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“Ford has overcome tough odds to achieve great success by working smart and working hard. This book shows you how he did it and how you can do it, too. He’ll help you achieve superpower, not through magic or gimmicks, but by using his proven strategies and tactics. Read it if you want super results.”

— **Mark Sanborn**,
speaker and best-selling author of *The Fred Factor* and *You Don’t
Need a Title to Be a Leader*

“Everybody has the ability to be extraordinary . . . everybody. Ford Saeks has discovered how to unleash the overlooked power available to you. He’s done it in his own amazing life and can show you how to do the same. Activate your Superpower before another minute of extraordinary living passes you by.”

— **Jim Cathcart**,
author of *The Acorn Principle*

“Ford Saeks has the experience, insights, and unique perspective to show you how to become a Superpower. This book is a must read today, as tomorrow your competitors will have it!”

— **Sam Silverstein**,
founder, The Accountability Academy

“This book shows how to leap your financial position in life to the next level. Ford provides one ‘aha’ after another. I often ask myself, ‘Wow — why didn’t I think of that before? This is going to produce great results and is so much easier to do than the way I’ve done it all along!’ Save yourself the effort of trying harder to produce the results you want. This book shows you the ways to make better choices — and that leads to financial success both in your personal life and in your work life!”

— **Michael Foster**,
CISA, CISSP, author of *The Secure CEO: How to Protect Your Computer Systems, Your Company, and Your Job*

“Ford Saeks is the one expert to listen to when you want to go from zero to 100 in the least amount of time with the least amount of effort.”

— **Jack McDonough**,
CEO, BlackFin Licensing, LLC

“Ford inspires us to perform better than we ever thought we could. His ideas not only work, they help us generate greater ideas of our own. Ford truly teaches how to approach the world from a different, more profitable angle.”

— **Chad Hoffman**,
President and CEO, The Richwood Banking Company

“Ford is probably this county’s brightest and most potent marketer in industry today. His insights to solving problems are brilliant and his ability to collaborate with others in providing amazing solutions

is remarkable. Ford understands the subtle, yet important marketing nuances that will either make or break a company! That in itself is an art! His willingness to help others supports his “prosperity mindset” to make a better world for all he meets.”

— **Robert Smith,**
President, Axcelerate worldwide

“When you read *Superpower!* you will become superpowerful. You’ll learn how to stop stumbling along the same old road you’ve been on. Ford shows you the shortcut that leads to your success in work and in life. Follow his easy-to-understand principles and you’ll be where you want to be. Ford is a brilliant forward thinker whose path to success is captured in this book.”

— **Pam Lontos,**
President of Pam Lontos Consulting

SUPERPOWER!

HOW TO **THINK, ACT, AND**
PERFORM WITH **LESS EFFORT**
AND BETTER RESULTS

F O R D S A E K S



WILEY

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Read This

Most people skip the acknowledgments pages. I'm going to challenge you to read this one, because it explains why I wrote the book in the first place.

This book is a compilation of strategies, tactics, ideas, and concepts that I've used throughout my life on my journey of success and fulfillment. Some of these ideas may sound familiar, while others may sound outrageous. Every effort has been made to give credit to other authors or thought leaders for their contribution to my success in the strategies. You see, I've been on the road of personal growth and development for more than 40 years. I've read countless books, listened to countless audio programs, and attended hundreds of seminars on a wide variety of topics. Therefore, if any of these ideas sound familiar, it's because they must've been used and taught by other thought leaders. I have credited everyone I could possibly think of, and I spent a lot of time thinking about it, but anyone who reads this book should be aware that many of the ideas that appear here are just parts of my psyche. So let's look at that now.

As a business growth expert and professional speaker (you can read more about that at ProfitRichResults.com), I've presented to hundreds of thousands of people from organizations around the globe on a variety of business-related and success topics. Those topics include innovation, business growth, creativity, strategic planning, direct response marketing, Internet marketing, social media marketing, and success strategies.

As a consultant, I've worked with hundreds of companies of all sizes to help them find, attract, and keep their customers; increase the performance of their teams; and increase their sales and profits. That process always starts with evaluating where people and organizations are now, identifying where they want to go, and then developing the strategic plan and specific action steps to reach their goals. Working through this process over and over again, applying different strategies, and making adjustments and course corrections has given me unique insights into how people think and make decisions and whether they're going to take the action steps necessary to produce results that they want. Some may say that I'm really just a marketing expert, and I'm fine with that definition. Why? Because my definition of *marketing* is just giving people enough information that they can make good decisions. Marketing is just communication. And the purpose of communication is the response it elicits.

If you're a good marketer, what that means is that you're skilled at understanding buyer behaviors, identifying needs, and then creating and delivering unique value propositions that get people to take action to fulfill a need or desire. It's not manipulation or hype; it's communication. And that's what most of the principles in this book emerged from: my own communication (with myself and with others) about delivering value.

My goal for this book is to give you and the people you care about insights on using your superpower. My definition of superpower is simple: **the ability to use your mind to make decisions, develop your critical thinking skills, and produce the results you desire in your life.**

Now, I waited many years to write this book, because, honestly, I didn't feel worthy to tackle the topic of superpower. There are so many other books on the market that claim to have the answer to success and achievement, and some of them are excellent. I felt like it really wasn't necessary for me to write this book ... until now.

What changed? With the advances in technology and how people now consume information, I realized that the way people learn and the way they implement that learning had changed. It's because of

these changes and what's going on in the world today that I felt now is the right time for this book.

Here's what I'm getting at. I've been an entrepreneur since I was 12 years old. I listened to my first motivational cassette program while I was in a detention center for troubled boys. It was those words of positive encouragement and new ideas that expanded my thinking and put me on the path to success. Over the years, I've founded and grown multiple companies, and I've been responsible for hundreds of employees. Over many years of life experience, I've sought out experts who've done what I wanted to do, so I could learn from them, model their behavior, and produce similar or even better results. To acknowledge every single person who helped me along the way would fill an entire shelf of books, even if I could remember all of their names, which I can't. So I'm going to do my best to recognize the most important collaborators, allies, and mentors here and throughout the book, and I'm going to apologize in advance for anybody I left out.

The first name on my list of people to thank belongs to my wife, Aliesa George. Aliesa has believed in me at those times when I doubted my own success. It was through her love and encouragement, and our many late-night mastermind sessions that this book concept was born. She deserves credit for formulating the outline and for helping me capture these strategies and put them into a readable format. She is a successful entrepreneur in her own right (Centerworks.com), and I couldn't ask for a better friend, soul mate, sounding board, and life partner.

I want to thank the great people at John Wiley & Sons, especially Matt Holt, Shannon Vargo, Elana Schulman, and the rest of the team who helped make this book a reality.

Next, I need to thank one of my prosperity thought leaders and close friends, Randy Gage (RandyGage.com). Randy's unabashed prosperity mind-set, combined with his zest for life, is a unique combination. He has created many millionaires through his desire to transform the world by helping people realize their true potential. Over the years, Randy and I have had many heart-to-heart conversations about business, critical thinking, wealth, success, and prosperity.

READ THIS

And my close circle of friends—Steve and Debbie Sims, Will and Phobe Ezell, Robert Smith, Victoria LaBalme, Shep and Cindy Hyken, Michael and Diane Krisa, Mike Foster—all helped along the way, as did my cycling, speed skating, hockey, and poker buddies. All of these people made important contributions. For the past 18 years, I've been a member of the National Speakers Association (NSA) (NSASpeaker.org), an organization filled with experts, thought leaders, professional speakers, authors, and consultants. I'm honored to have served at a national level as a director. I have to acknowledge here that the relationships that resulted from my participation in this association have changed my life for the better on many levels. I've had the opportunity to work with, mentor, and be mentored by a rich talent pool of individuals. Many of them I had known of for years prior to joining NSA.

Imagine my excitement when I was able to hang out with the very same people that I had been listening to on audio, reading their books, or watching on video for years. There have been so many transformational experiences, strategic partners, mastermind sessions, joint ventures, and lessons learned. The really crazy part is when many of my business and success mentors have actually become my clients and close friends. The fact that they sought out my expertise helped to clarify the value I offer through my unique talents, skills, and abilities. I truly learned that the more I learn, the less I really know. What I mean by that is, at this stage of my life, I've finally figured out that there's always more to learn and that practice doesn't make perfection, practice makes improvement. The scariest individuals I know think they know everything but haven't yet figured out what they don't know. I know that may sound confusing, but those people who think they know everything are closed off from new ideas and new opportunities. I know that's not you, or you wouldn't have picked up this book.

I also have to thank my friends and colleagues in the Speakers Roundtable (SpeakersRoundtable.com). This is a who's who of experts, business owners, professional speakers, authors, trainers, and consultants. Collectively, they have published more than

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100 books, produced hundreds of audio and video programs, written more than 2,000 published articles, own and run several high-tech and low-tech businesses, and serve as consultants and board members of many well-known corporations. I'm honored to be considered one of their 20 elite members. We are quite an eclectic group. Speakers Roundtable members include Bill Bachrach, Ty Boyd, Jim Cathcart, Danny Cox, Roger Crawford, Bert Decker, Patricia Fripp, Art Holst, Don Hutson, Shep Hyken, Peter Legge, Giovanni Livera, Scott Mckain, Terry Paulson, Charlie Plum, Nido Qubein, Mike Rayburn, Naomi Rhode, Mark Sanborn, Dan Thurman, Jim Tunney, and their spouses.

Acknowledgments also go out to the Entrepreneurs' Organization (EO) (EOnetwork.org), both the Kansas City chapter members and the national EO association. I've presented at many of their local chapters and at a few EO national conferences. It was after presenting a keynote session at their Global Leadership Conference in 2009 that I decided to also become an EO member and join their global network of more than 8,000 business owners and entrepreneurs in over 38 countries. The EO is the catalyst that enables entrepreneurs to learn and grow from each other, leading to greater business success and enriched personal lives. Membership in one of EO's 120 chapters is by invitation only; the average member is 41 years old with annual revenues of \$17.3 million.

Special thanks have to go out to my team at Prime Concepts Group, Inc. (PrimeConcepts.com), who've sat through many meetings where I drew my countless mind maps, illustrations, and training concepts: Kasondra Foster, Heather Torres, Leah Osoba, Laura Stow, Paul Badke, Katie Martinez, Ken Gromala, Krista Flying-Out, Tabatha Rourke, Mike Gamache, Brian Castleberry. As the CEO and leader of such a creative and innovative team, I want to thank you for all of your talents and abilities. You've helped me refine these concepts and practice them in our personal and professional lives. It's in this living laboratory where many of these concepts were refined. Your diverse nature, unique personality styles, generational differences, and educational experience have given the unique insights for delivering the concepts in this book.

READ THIS

My gratitude also goes out to all my clients, audience members, blog readers, and social media tribe members. My clients include small businesses, entrepreneurs, franchisors, major corporations, global entities, and nonprofit organizations. My audience members include top executives, their executive leadership teams, and staff members throughout their organizations. My digital footprint on the Internet includes readership from hundreds of websites. Social media by nature include organic two-way conversations allowing immediate feedback and opinion. As we know, some of the feedback may not be solicited or even wanted, but that doesn't stop people from sharing their thoughts and ideas. With the explosion and expansion of social media sites like Facebook, Twitter, LinkedIn, YouTube, and millions of blogs, it's now easier than ever before to vet new ideas and keep your finger on the pulse of the marketplace. I've included social media in the acknowledgments because the very nature of social networking websites has transformed the way I think, act, and make decisions.

And when you think about it, isn't that what superpower is really all about? About how we can do more with less, how we can make decisions faster and better, and how we can navigate the new technological landscape of the modern world to produce the results we want in our personal and professional lives?

Contents

THE SUPERPOWER JOURNEY

Superpower! takes you on a Superpower Journey, where you'll discover **seven steps** that will help you solve problems faster, make better decisions, and improve your professional and personal life. The steps of the journey, which you should take in order, are laid out here.

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CHAPTER 1

Unlocking Your Superpowers

So you've picked up this book because something about it grabbed you. Was it the catchy title? The promise of getting more out of life with less effort? A desire to take your business into the stratosphere of success? The possibility of overcoming challenges in your personal life that seem to be affecting everything you do?

Are you uncertain about whether your actions are congruent with the results you are getting in life? Do you have goals, know what you want, and have a plan to get there . . . or have you been struggling with how to make it all happen, better, faster, and with more success?

My goal here is to help get you on track and in tune with your own set of SUPERPOWERS. So everything you want out of life will come true for you . . . and so you can achieve success in what you want to achieve in every avenue of your life.

THE BIG QUESTION: HOW DO YOU UNLOCK YOUR SUPERPOWERS?

Do you remember asking yourself that question when you were a kid? Did you have a cape and a costume? Did you play the part of Superman, Wonder Woman, Batman, Spiderman, or one of the other heroes who swooped in, thwarted the bad guys, and solved all the world's problems? As kids, we believe in magic, and we have

WHERE ARE YOU NOW?

faith that these special skills are real and not just for fairy tales. We believe that we really do have superpowers and, in our childlike minds, have confidence that we can conquer the world.

What happened along the way? Who squashed our beliefs in our own superpowers? Whoever it was (and watch out, it just might have been someone who shows up in the mirror every morning), they forgot how important hero narratives are to human success and achievement. We need to be able to reinvent ourselves as superheroes. It's part of how we're wired as human beings, and we've been doing it for thousands of years. I don't care if your role model was Batman, the Black Panther, or Beowulf. I'm here to tell you that you were on the right track . . . and you need to get back on that track. Regardless of how old you are, where you are in your career, how long you've been in business, or anything else, it's not too late for you to join the ranks of the superhero you loved most, take your power back, and truly conquer your world.

Are you ready to take the first step?

GET STARTED

Take a moment. Find a quiet place. Then close your eyes and see yourself as a superhero. What is your name? What are you wearing? What color is your cape? Do you have a mask? Is there an emblem on your chest? Do you have a magic weapon of some kind, like a sword that starts glowing when the bad guys are approaching from far off? What type of superpowers do you possess? Can you anticipate things before they happen? Have you got X-ray vision? Can you read people's minds? Can you scale tall buildings? Do you have enough strength in one hand to crush a ravenous monster? Can you soar through the air to get a bird's-eye view of your own world?

Whatever these amazing superpowers are that you possess in your mind, we're going to take a look at how you can begin to expand, unlock, develop, and use them in your daily life to get the results you want in your personal life and your business . . . with less effort and a better quality of result in everything you do.

It may sound silly at first to think of yourself as a superhero, but it is the first and most important step in unlocking your power. You must start to see, think, and act differently than you have in the past. The only thing that is constant in life is change. And change is a choice. Choose to get happy about change. If you're not changing, adapting, and growing, it will be a challenge to do new things in different ways to get better results.

Let your superhero self out to play . . . as you begin your journey to greater success!

TAKE A SNAPSHOT OF YOURSELF

Where are you in your life right now? How would you rate yourself on your personal and professional success right now?

Over the years, I've had the privilege of working with many millionaires and even a few billionaires. You would think that people who earn a lot of money would feel successful. I'm sure that many do, but I'm amazed at how many people who fall into that category are still not happy and feel unsuccessful. They are driven to achieve more, to acquire more, to have more, and to do more. They have not yet harnessed their own superpowers.

This morning I got up and started reading a book written by one of my clients, Jean Palmer Heck. The book is *Tough Talks for Tough Times*, a must-read for anybody in management or leadership. There was an illustration and concept she shared about a campaign that Toyota implemented a few years back called "GAME ON." It stands for Gain Advantage, Monetize Everything, Overlook Nothing. That's one of my favorite acronyms, because it showed an entire organization how to harness its untapped superpowers.

In her book, Jean told how Toyota Motor Company launched that initiative throughout the company with the twin goals of reducing fixed costs and increasing top-line revenues. It was a great strategy that saved Toyota more than \$235 million! I'm referencing it because it's a great strategy that can be applied to our own lives. I have a few adaptations on the GAME ON concept; here they are.

Gain Advantage

What are you doing to leverage your talents and expertise? Reading this book and applying the concepts is a great step toward taking advantage in your life.

Monetize Everything

How are you managing your money, creating wealth, and using your time?

Overlook Nothing

Are you willing to dig deep and take a good look at *all* of the areas your life? Think about your health and fitness, security and wealth, prosperity consciousness, spirituality, family, social life and relationships, mental development, daily habits and routines, life purpose, and contribution as they relate to your personal and professional life. Just like any trip or journey that you're going to take, you need to know first where you are now, next know where you want to go, and then figure out how you're going to get there. This may sound simple, but that doesn't mean that it's easy.

GAME ON!

It's time to get your GAME ON. It's time to look more closely at what has led you to this moment.

Life has a way of giving us challenges and unforeseen obstacles that create roadblocks on our path to fulfillment and success. How you deal with those obstacles and challenges creates learning experiences that develop your character and personality. Every obstacle you have ever faced, and every response you ever made to those obstacles, directed your path and shaped the superhero you are about to become.

To make that journey, though, you need to know your own starting point. That means taking an assessment of where you are

now. We will start this process with you performing a personal assessment and capturing your thoughts and ideas.

As an action step, I'd like you to open up a word-processing document or get a spiral notebook to serve as your personal "Superpower Guidebook." Sure, you could call it a journal or life plan, but I think *Superpower Guidebook* just has a better ring to it. The first step in the superpower process is to get a benchmark of where you are in many areas of your life.

Set aside time on your schedule to write down your perception of where you are in your life right now. This can be an amazing experience if you're honest with yourself and fully immerse yourself into the process. Yes, of course, there's our perspective of ourselves, and there are other people's perspectives of us. For now, I just want you to get your own perspective down on paper or on your word-processing document. I find that when I do this, I go through myriad feelings and states of mind. I feel the entire gamut of emotions, and it's an exhilarating experience.

This Superhero Guidebook is not meant to be part of a scientific process, nor is it a replacement for proper professional help if that is what you need. It is simply a way for you to capture your beliefs as a benchmark in your personal growth process.

Using your Superpower Guidebook or Word document, write answers to the following questions:

Health and Fitness

1. How much do you weigh?
2. How much do you think you should weigh?
3. During a typical week, how many days do you engage in vigorous physical activity for at least 20 minutes?
4. During a typical week, how many days do you engage in mild physical activity for at least 30 minutes at a time?
5. What is your favorite cardio activity?
6. What is your favorite strength-training activity?
7. Do you know your resting heart rate? If so, what is it?

WHERE ARE YOU NOW?

8. On a typical day, how many hours do you watch television, play video games, or use a computer?
9. On a typical day, how many alcoholic drinks, including beer and wine, do you drink?
10. On a typical day, how many soft drinks do you consume?
11. On a scale of 1 to 10, how often do you feel stressed, with 1 being not very much and 10 being daily?
12. Are you taking any medications?
13. Do you take vitamins?
14. On a typical night, how many hours do you sleep?
15. On a scale of 1 to 10, how would you rate your health and fitness, with 1 being poor and 10 being excellent?

Mental Health

1. Do you take the time to meditate, pray, or simply reflect during private time?
2. What are your favorite genres of music?
3. How would you rate your self-talk, that little voice in your head? Is it mostly positive or negative patterns?
4. How much time, if any, during the past month did you feel depressed?
5. During a typical week, do you take time to de-stress?
6. What is your favorite way to relax and de-stress?
7. How much time during the past four weeks have you felt calm and peaceful?
8. On a scale of 1 to 10, how would you rate your energy level, with 1 being low and 10 being lots of energy?
9. Do you consider yourself a good listener?
10. Would others rate you as a good listener?

Career

1. Do you work for someone else, or are you self-employed?
2. What is your position title?
3. How do you describe what you do to your friends and family?
4. Do you manage other people?
5. Are you an executive, manager, or staff person?
6. How many different companies have you worked for?
7. Is your career mentally stimulating or boring?
8. Do you like what you do?
9. What are the top three skill sets required for success in your position?
10. How would you rate yourself on the performance of those skill sets (1 to 10, with 1 being poor and 10 being excellent)?
11. Are you getting paid what you're worth?
12. What are you doing to keep your skill sets current each year?

Wealth and Financial Security

1. Do you use a program like Quicken[®] to track and manage your finances?
2. How much money do you earn each year?
3. How much money do you save each year?
4. How much money do you invest each year?
5. How much debt do you have?
6. Amount of short-term debt (credit cards, loans, etc.)?
7. Amount of long-term debt (mortgage, business loans, etc.)?
8. Your total assets?
9. Your total liabilities?
10. Do you have a retirement plan, a 401(k) or IRA?

WHERE ARE YOU NOW?

11. Do you have health and life insurance?
12. Do you live on a budget, or do you make your financial decisions without any budget?

Relationships

1. Who are your top five friends? Why?
2. Who is your best friend? Why?
3. Are you in an intimate relationship?
4. Rate those relationships on scale of 1 to 10, with 1 being poor and 10 being outstanding.
5. Are you single, married, or divorced? (circle one)
6. Are you a parent?
7. How social do you consider yourself to be (on a scale of 1 to 10)?

Spirituality

1. Do you consider yourself spiritual or religious?
2. Do you believe in a higher power?
3. Do you follow any spiritual path or practice (e.g., meditation, yoga, chanting)?
4. What have been your most important experiences, if any, concerning your relationship with God or your higher power?
5. What things do you believe in that give meaning to your life?
6. What would you say is your purpose in life?

For additional insights into your personality and way of thinking, you may want to explore the professional assessments from DISC[®], McQuaig Surveys[®], Emotional Intelligence[™] (EI), or the whole-brain model from Herrmann International. These tools can help you identify your strengths and weaknesses while outlining a road map for improvement.

UNLOCKING YOUR SUPERPOWERS

“Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power.”

— *Anonymous*

“Confront the dark parts of yourself, and work to banish them with illumination and forgiveness. Your willingness to wrestle with your demons will cause your angels to sing. Use the pain as fuel, as a reminder of your strength.”

— *August Wilson*

“The final mystery is oneself.”

— *Oscar Wilde*

“Trust yourself. You know more than you think you do.”

— *Benjamin Spock*

“A man should first direct himself in the way he should go. Only then should he instruct others.”

— *Buddha*

“One must know oneself. If this does not serve to discover truth, it at least serves as a rule of life, and there is nothing better.”

— *Blaise Pascal*

“Self-reverence, self-knowledge, self-control — these three alone lead to power.”

— *Alfred, Lord Tennyson*

“We know what we are, but know not what we may be.”

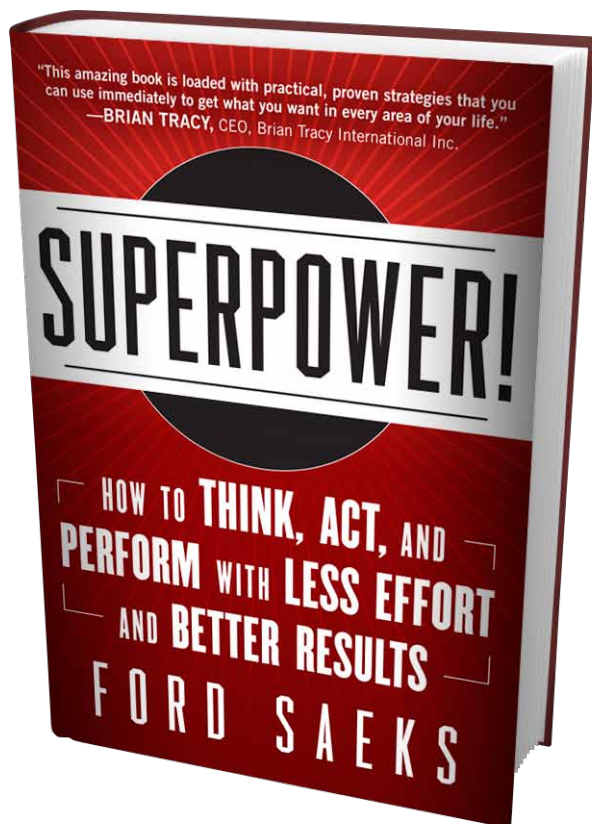
— *William Shakespeare*

“Ninety percent of the world’s woe comes from people not knowing themselves, their abilities, their frailties, and even their real virtues. Most of us go almost all the way through life as complete strangers to ourselves.”

— *Sydney J. Harris*

Hope you enjoyed the preview.

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About the Author



SUCCESSFUL BUSINESS LEADER

An entrepreneur almost since birth—he tried to sell tickets to his kindergarten class for recess—Ford Saeks is now positioned as one of the nation’s “Top Business Growth Strategists.” Ford’s innovative, sales-producing, profit-generating solutions help people reach success in their new or existing business ventures by making every dollar count.

ABOUT THE AUTHOR

For over 30 years, Ford Saeks has been actively involved in the successful growth and operation of multiple business ventures in a variety of industries. He built his first business at age 16, reaped the profitable rewards, and was labeled “A True Entrepreneur.”

Since then, he successfully founded 10 more companies, received three U.S. patents and multiple trademarks, and developed a nice collection of intellectual property. His patented inventions, books, audios, and video products have sold millions worldwide through retail stores, mail-order catalogs, mass merchants, and electronic retailers. He took risks, used his instincts, made lots of mistakes along the way, and figured out what worked in highly competitive marketplaces.

Today, Ford focuses his time on his company Prime Concepts Group, Inc.—an integrated marketing services company that he founded in 1987—and on keynote speaking presentations to audiences around the globe.

BUSINESS GROWTH AND MARKETING SPECIALIST

Ford’s extensive background in the business world provides his clients with a unique advantage. Ford is best known for helping organizations find, attract, and keep their customers by leveraging the Internet, social media marketing, and innovative publicity campaigns.

Thousands of people benefit from his television show, *Profit-Rich Marketing*, and his *Success Strategies* column in business and trade publications, listen to him on numerous radio and television interviews, and benefit from his customized consultations, corporate presentations, public seminars, and training resources. He shares real-life advice as someone who has been there in his own ventures and with his many clients. He is a national board member of the National Speakers Association and donates to a variety of charitable organizations. He is married to Aliesa George and lives in Wichita, Kansas.

PROFESSIONAL KEYNOTE SPEAKER AND AUTHOR

All programs are available in keynote, half-day, and full-day presentations. All are customized for the client's needs and desired outcomes.

Ford's Most Requested Speaking Presentations

Business Growth Acceleration™: Improving Your Find-ability, Unique-ability, and Profitability!

This interactive presentation is designed for you and your teams to attract new clients, wow your current customers, and leverage all of your efforts to produce maximum results . . . even on a limited budget.

You'll learn the three strategies that simplify idea generation to grow your business. Secrets that expand your digital footprint to attract customers like a magnet. Methods that help you shorten your sales cycle, improve conversions, and get massive results. The nontechnical approach to get top search-engine rankings that drive targeted traffic to your website. How to communicate a congruent brand through your website and social media, along with traditional media that give you top-of-mind awareness, more sales, and increased profits.

Common Sense Is a Superpower: A Road Map to Better Decision Making and a Better Life!

Do you want more out of your life and your job with less effort and better results? Have you ever felt that there just has to be a better way to get there? If so, you're not alone. Millions of people, just like you, are faced with many challenges in their professional and personal lives on their journey to success. *Superpower!* takes you on a journey where you'll discover seven steps that will help you solve problems faster, make better decisions, and improve your professional and personal life.

Innovative Marketing Mastery™: Creativity in Action to Produce Profitable Results

Whether marketing is just part of your job or the whole enchilada, whether you're selling products or services or fund-raising for a nonprofit or not-for-profit, there are times when you need to come up with creative new ideas to attract attention and stand out above the competition. This program shows you and your audience creative methods you can use to generate tons of new ideas and improve your sales and marketing efforts.

This high-energy how-to session offers you a multitude of creative marketing techniques for subtly—and not so subtly—getting your prospects and customers to buy more products and services.

Social Influence: How to Monetize Social Media Marketing Efforts to Grow Your Business

Everyone wants more traffic to their website, but what they really want is targeted traffic that converts into sales and repeat customers. This isn't just another how-to presentation on social media. Ford cuts through the clutter and hype so you can maximize your efforts. This presentation is perfect for everyone, regardless of your individual role in the process *or* your level of expertise

His clients include franchise companies, entrepreneurs, major corporations, associations, and convention groups that want impactful presentations with implementable action steps.

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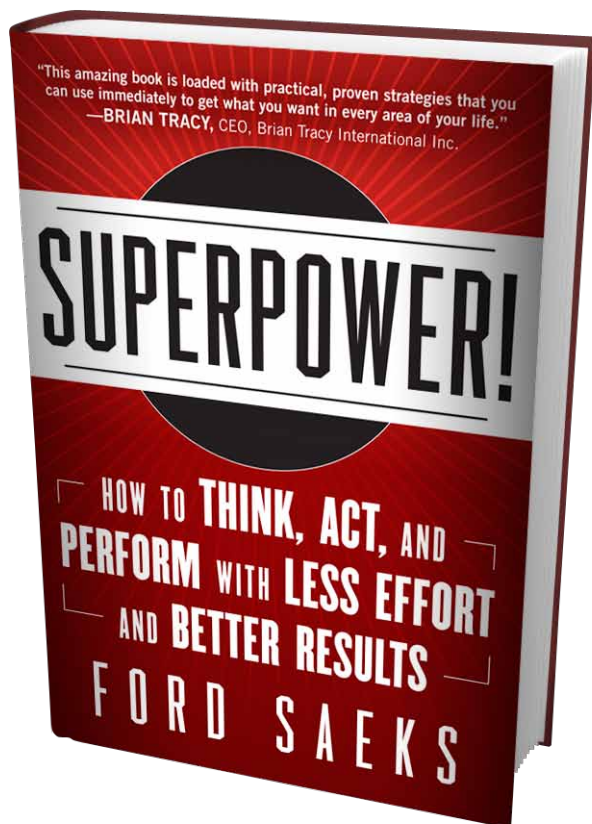
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