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**NEW RELEASES FROM SIMPLE TRUTHS!  
FOR THE FINEST IN: MOTIVATION – CHANGE – LEADERSHIP – INSPIRATION**

Contact your representative, Cyndee Callan at (805) 498-4273 for free samples, *discounted pricing* and information about these exciting new titles!



\*\*See descriptions below:



## **Change is Good... You Go First**

Hardcover, 110 pages, 6.75" square

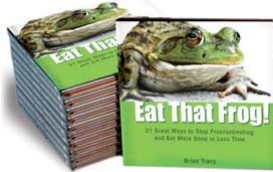
By Mac Anderson & Tom Feltenstein

List Price: \$15.95 (Call for discounted pricing!)

Deciding to make changes is the easy part. Getting your people on board is much more difficult. Best selling author, Mac Anderson (over 2 million of his books have sold) and Tom Feltenstein, highly successfully marketing consultant to the hospitality industry, have teamed up to write an unforgettable book on inspiring change in your organization. It's a must read for every manager in your company. Listed below is a sampling from the 21 chapters:

- Change What Needs Changing, Not What's Easy
- Forget for Success • Re-Recruit Your Best People

- Remove Barriers
- Keep your Focus on the Customer
- Simplify Your Message
- Stand With Them, Not Above Them
- Measure Results
- Set the Stage for Innovation
- Pull the Weeds



## Eat That Frog!

Hardcover, 160 pages, 6.75" square

By Brian Tracy

List Price: \$15.95 (Call for discounted pricing!)

So you want to get organized. You want to simplify your life. You want to learn to focus on priorities... to get more done in less time. The answer... read Brian Tracy's Eat That Frog!

Listed below is a sampling of what you'll get in this international best-selling book that we've made even better.

- Set the Table
- Apply the 80/20 Rule to Everything
- Practice Creative Procrastination
- Focus on Key Result Areas
- Apply the Law of 3
- Identify Key Restraints
- Slice and Dice the Task
- Single Handle Every Task



## You Can't Send a Duck to Eagle School

Hardcover, 126 pages, 6.75" square

By Mac Anderson

FREE DVD Included

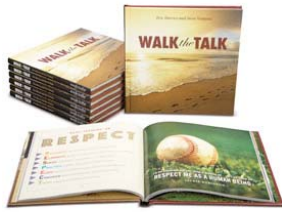
List Price: \$15.95 (Call for discounted pricing!)

Watch the FREE movie by pressing CTRL+click here: <http://www.simpletruths.com/a.aspx?af=179&mo=YCSD>

Best Selling Author, Mac Anderson, shares 30 years of "lessons learned" as a successful entrepreneur. And he presents these "nuggets" in a way you'll never forget. This great little book has 29 chapters, and listed below is just a sampling:

- Change is Good... You Go First
- Burning Brightly Without Burning Out
- The Road to Success is Not Always a Road
- Make Your Brand Stand for Something
- Attitude isn't Everything, but it's Pretty Darn Close
- You Only Get One Chance to Make a Good First Impression
- If You Chase Two Rabbits, Both Will Escape
- Leadership Would be Easy if it Wasn't for People
- Forget Real Good... Remember Feel Good

Ways to Use: Leadership conferences, meetings, customer gift.



## Walk the Talk

Hardcover, 112 pages, 6.75" square

By Eric Harvey & Steve Ventura

List Price: \$15.95 (Call for discounted pricing!)

This beautifully written gift book reminds us all that having values is very important, but it's much more important to live them. "Walking the talk" is always one of our greatest challenges. This is true for all aspects of our lives – from family and faith, to sports and politics, to our jobs and our communities. Best selling authors, Eric Harvey and Steve Ventura have written a great book that is filled with inspirational and life changing insights. The book is organized around 5 principles:

1. Words to live by are just words unless you actually live by them.
2. You are what you do.
3. Everything you do counts.
4. The "Golden Rule" is still pure gold.
5. Character is the key.

Walk the Talk is loaded with nuggets of wisdom for any person, or any organization, to help make sure that your values are consistent with your dreams.



## Great Quotes from Great Leaders

Hardcover, 160 pages, 8 " square

Compiled by Peggy Anderson

FREE DVD Movie Included

List Price: \$19.95 (Call for discounted pricing!)

Watch the FREE movie by pressing CTRL+click here: <http://www.simpletruths.com/a.aspx?af=179&mo=gqgl>

Shipping Starts Early February

This extraordinary book will be a source of inspiration and knowledge for many years to come. It is a beautiful coffee table edition with 160 pages, 75 wonderful photographs and over 400 great quotations from leaders in all walks of life. Great Quotes from Great Leaders is the perfect holiday gift for customers, friends and family. It's guaranteed to be treasured.

*"Being in the printing business, I know a beautiful book when I see it, and... this is a beautiful book! Once I started reading it, I could not put it down. It's the ultimate customer gift!"*

**Tom Rohlfing**  
President, Pinnacle Press

*"What a great book! I love the way it's laid out with the biographies, photographs, and quotations for each leader. It's a wonderful holiday gift for our clients."*

**Joe Vanek**  
Vanek, Vickers and Masini Law Firm



### **The Richest Man in Town**

Hardcover, 96 pages, 6.75" square

By V. J. Smith

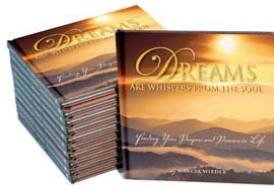
List Price: \$15.95 (Call for discounted pricing!)

The Richest Man in Town is a true story that captures the important things in life in an unforgettable way. It is beautifully written and will make you laugh, make you cry, but most importantly, will make you reflect on what life is about.

It makes a wonderful gift for your best customers, your employees, your friends and your family. They will love it, and love you for giving it.

"This book touched my heart like nothing I've ever read before. It can change your life."

**Mac Anderson**  
Founder. Simple Truths.



### **Dreams are Whispers From the Soul**

Hardcover, 112 pages, 6.75" square

By Marcia Wieder

List Price: \$15.95 (Call for discounted pricing!)

Marcia Wieder is a gifted author, an engaging speaker, and a successful business woman. She has appeared on Oprah, The Today Show, in her own PBS TV special; and is considered one of the country's leading authorities on how to turn dreams into realities.

This wonderful gift book is filled with memorable stories, beautiful photographs and life-changing insights to help you find your purpose and your passion in life. Here's a small sampling of what to expect:

1. The Secret Inside You
2. The Dream Formula
3. Don't Let Fear Stop You
4. Tap Into Inner Wisdom
5. Strengthen Your Weak Spot
6. The Power of Agreements
7. Seven Simple Steps to Success
8. Build Your Dream Circle



### **May You Be Blessed**

Hardcover, 110 pages, 6.75" square

By Kate Nowak

FREE DVD Movie Included

List Price: \$15.95 (Call for discounted pricing!)

Watch the FREE movie by pressing CTRL+click here:

<http://www.simpletruths.com/a.aspx?af=179&mo=MYBB>

"Sometimes our light goes out but is blown again into flame by an encounter with another human being. Each of us owes the deepest thanks to those who have rekindled this inner light." This is a quote from Albert Schweitzer, but it captures the essence of what "May You Be Blessed" is all about.

This beautiful gift book is not about religious beliefs... it is about joy, gratitude, appreciation, kindness and love. It is filled with inspiring stories, beautiful photographs, and life-changing insights. Read this little book and you will be blessed for doing so.

And don't forget about:



[212 - The Extra Degree w/ FREE DVD Movie](http://www.simpletruths.com/a.aspx?af=179&mo=TTWD)

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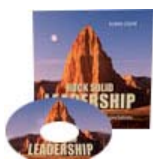
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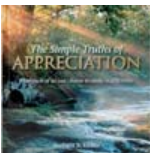
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Don't forget to call me for free samples and discounted pricing!

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