

# Platform Michael Hyatt

Provide practical tips that help business communicators address basic problems they run into when creating and delivering presentations in a virtual format. Teach proven principles in short, skimmable chapters and sections that are easy for busy managers and professionals to digest and apply in the moment. Create the content foundation for a supplemental training offering from Duarte TBD, which may be an online course OR a series of short virtual workshops with lessons and simple practice activities drawn from each chapter.

Writing is one of the most powerful forms of communication, using a range from personal exercises in catharsis to posterity and record keeping, recreation, and, of course, for publication and profit. For many, writing satisfies several of these needs. No matter your reason for writing, doing it efficiently and effectively accomplishes your goals. Though there is no “right” way to write, there are strategies that can help transmit your thoughts concisely and clearly. There are also best practices that can make the most of your work. This book explores some of those strategies that aid you to become a more potent communicator, providing advice, tips, and examples of what constitutes good writing and good writing habits. It could facilitate you to become a national bestseller!

Margin is the space that once existed between ourselves and our limits. Today we use margin just to get by. This book is for anyone who yearns for relief from the pressure of overload. Reevaluate your priorities, determine the value of rest and simplicity in your life, and see where your identity really comes from. The benefits can be good health, financial stability, fulfilling relationships, and availability for God’s purpose.

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Everyone has two remarkable, related capacities. We can aspire to something more, something better, and we can also envision ways to achieve it. But if we're capable of aspiring to something better and making effective plans, why is it sometimes so hard to reach that next level of success? To achieve the results we want, we first need to understand how thoughts drive our actions. By understanding the latest science about how the human brain works, we can leverage it to maximize our performance--it's all in how you see it. Our daily experience, our plans and goals, our actions and reactions are the product of how our minds address the circumstances of life. Drawing upon the latest insights from the fields of performance psychology, neuroscience, and cognitive science, as well as case studies from their own coaching clients, bestselling authors Michael Hyatt and Megan Hyatt Miller explore the power of ideas to shape superior outcomes, not only in business, but in the rest of life. *It's All in Your Head* helps you create the thoughts that lead to better actions and extraordinary results. As a coach to some of the country's highest-profile executives, Daniel Harkavy has witnessed the transformation--both professional and personal--that comes when leaders utilize coaching to turn their paycheck-driven teams into vibrant and successful growth cultures. Since founding his company in 1996, Harkavy and his team have coached thousands and shared their knowledge by certifying coaching leaders across the country. Now, in this strategic and thought-provoking guide, he shares his proven strategy for improving your team's performance while raising quality of life inside and outside of the office. You'll learn the core four foundations to every coaching strategy, the most powerful leadership tools you can and should leverage, and the key behaviors and disciplines of successful coaching leaders. Coaching makes developing people a high-payoff activity. Complete with quick leadership quizzes and a quick-reference

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road map for implementation, *Becoming a Coaching Leader* shows you how to leverage coaching techniques to equip tomorrow's leaders and pave a lasting leadership legacy. *Social Media Marketing: A Strategic Approach* promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's marketing goals. Students are taught rules of engagement and social media ethics for behaving properly as marketers on the social web. With these guidelines in mind, the most productive marketing tactics for each type of major social media platform are examined in depth. These platform-specific tactics, along with all the preceding material in the book, are brought together in the final chapter to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan. Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social media marketing initiatives. In addition, students are introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities. Important Notice: Media content referenced within the product description or the product text

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may not be available in the ebook version.

Become a millionaire by learning from millionaires An Eventual Millionaire is someone who knows they will be a millionaire, eventually. But they want to do it on their own terms—with an enjoyable life and an enjoyable business. Eventual Millionaires are everywhere, from the airplane pilot looking to start his own business for more freedom and money to a student looking to start her life on the right foot to a successful business owner needing inspiration and wondering how to take her business to the next level. There are many ways to become a millionaire, but research has often shown that creating your own business is one of the best ways to build wealth. The Eventual Millionaire will lay the foundation for those looking to start their own business and work their way toward financial independence and a fulfilled life.

Contains the insights of more than 100 millionaires and their various experiences Written by Jaime Tardy, founder of [eventualmillionaire.com](http://eventualmillionaire.com) and a business coach for entrepreneurs A companion website includes an "Eventual Millionaire Starter Kit" with worksheets, business plan documents, and much more We all want to be successful and enjoy financial security, but we might not know how or don't think we can do it. The Eventual Millionaire will show you what it takes.

What happens when a broken world slams into your comfortable life? Wrecked is about the life we are afraid to live. It's about radical sacrifice and selfless service—how we find purpose in the midst of pain. It's a look at how we discover fulfillment in the least likely of places. It's about living like we mean it. It's a guide to growing up and giving your life away, helping you live in the tension between the next adventure and the daily mundane. This book is for us—a generation intent on pursuing our life's work in a way that leaves us without regrets. Author Jeff

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Goins shares his own experience of struggling as a missionary and twentysomething who understands the call to live radically while dealing with the everyday responsibilities of life. *Wrecked* is a manifesto for a generation dissatisfied with the status quo and wanting to make a difference.

We all want to live a life that matters. We all want to reach our full potential. But too often we find ourselves overwhelmed by the day-to-day. Our big goals get pushed to the back burner--and then, more often than not, they get forgotten. New York Times bestselling author Michael Hyatt wants readers to know that it doesn't have to be this way. In fact, he thinks that this is the year readers can finally close the gap between reality and their dreams. In *Your Best Year Ever*, Hyatt shares a powerful, proven, research-driven system for setting and achieving goals. Readers learn how to design their best year ever in just five hours - three simple ways to triple the likelihood of achieving their goals - how to quit-proof their goals - what to do when they feel stuck - and much more. Anyone who is tired of not seeing progress in their personal, intellectual, business, relationship, or financial goals will treasure the field-tested wisdom found in these pages.

Entrepreneurs often suffer from "superhero syndrome"—the misconception that to be successful, they must do everything themselves. Not only are they the boss, but also the salesperson, HR manager, copywriter, operations manager, online marketing guru, and so much more. It's no wonder why so many people give up the dream of starting a business—it's just too much for one person to handle. But outsourcing expert and "Virtual CEO," Chris Ducker knows how you can get the help you need with resources you can afford. Small business owners, consultants, and online entrepreneurs don't have to go it alone when they

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discover the power of building teams of virtual employees to help run, support, and grow their businesses. *Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business* is the step-by-step guide every entrepreneur needs to build his or her business with the asset of working with virtual employees. Focusing on business growth, Ducker explains every detail you need to grasp, from figuring out which jobs you should outsource to finding, hiring, training, motivating, and managing virtual assistants. With additional tactics and online resources, *Virtual Freedom* is the ultimate resource of the knowledge and tools necessary for building your dream business with the help of virtual staff.

Find the time, clarity, and mental space to achieve your goals *The Free-Time Formula* helps you slow down time and get the important things done. We're all overworked, stressed, and always being asked to do more, and do it better; the days aren't getting any longer, so something has to give—don't let it be your sanity. This book provides a real-world framework for more effective time management that helps you prioritize, focus, clarify, and go. You'll begin with a time audit to assess your current stress, strategies, and output—and the results may shock you. From there, you'll work step-by-step toward a new daily routine that will help you become the focused, efficient achiever you've been trying to be for so long. It's not about cramming more into your precious 24 hours, it's about figuring out what really matters to you, and getting the most important things done first. Every day. Never miss another big deadline, never flake on an important meeting, never be late to an appointment again. It is possible with great planning, and this book is your personal guide. Focused on action, not filler, this book is an excellent resource for those who want to achieve more, but do less. With a few simple

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changes, you'll find the time you've been missing and put it to more productive use. Define and prioritize your personal and professional goals and responsibilities Cut the distractions and clarify your daily objectives Adapt your workplace tools and environment to facilitate actual work Periodically self-assess, course-correct when needed, and plan for the future Rather than rush through another day leaving things un-done and roses un-sniffed, take a beat and a breath, and take back your day with The Free-Time Formula.

A popular minister recounts his zealous early life pursuit of the Christian life and his experiences of emptiness and spiritual detachment, tracing his quest to connect with a God he perceived as distant.

Are you ready to discover your WHAT—that is, the 1 amazing thing you were born to do? Would you like to powerfully impact both those who share this lifetime with you and those of lifetimes to come? In *What Is Your WHAT?* author Steve Olsher reveals his proven process that has helped thousands answer YES to these life-changing questions and cultivate a life of purpose, conviction, and contribution by identifying and creating a plan of action for bringing the 1 thing they were born to do to fruition. It is a timely, step-by-step guide that will guide you towards making both a fortune and a difference sharing your unique gift with the world. Features inspiring stories of trial, tribulation, and triumph, as well as examples of 17 public figures, such as Guy Kawasaki, Chris Brogan, and Jack Canfield who have made the critical shift from pursuing commodity-driven opportunities to honoring their singular blueprint Author Steve Olsher is a 25+ year entrepreneur, creator/founder of The Reinvention Workshop, and award-winning author of *Internet Prophets: The World's Leading Experts Reveal How to Profit Online* Steve's singular approach to realizing permanent, positive change blends proprietary methods

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with ancient wisdom and revolutionary lessons from modern thought leaders. Leverage this proven system to discover your WHAT and realize ultimate achievement in business and life. Tested and proven, no-nonsense advice on how to navigate risk and succeed in all phases of business ownership—written by Tom Golisano, self-made billionaire and founder of Paychex "Tom Golisano understands what it takes grow and thrive as a business owner at all levels, and Built, Not Born is full of practical insights for those who have made or are considering making the leap to starting a new business." - Tom Monaghan, founder, Domino's Pizza Tom Golisano understands the fears, risks, and challenges small-business owners face every day—he's lived it. He has launched and grown his own highly successful businesses and mentored dozens of entrepreneurs, helping them build their own successful companies. Built, Not Born shows readers: How going against the grain can be a great strategy for finding business opportunities and why it pays to question conventional wisdom. Why the pregnant pause can be an effective weapon in negotiations and when interviewing potential employees. Why a prenuptial or even a postnuptial agreement is critical to any business owner. What potential buyers and funding sources look for, and the best way to present a business plan. And finally, the key growth and leadership strategies that have helped Paychex sustain its incredible level of growth and profitability.

Everyone gets 168 hours a week, but it never feels like enough, does it? Work gobbles up the lion's share--many professionals are working as much as 70 hours a week--leaving less and less for rest, exercise, family, and friends. You know, all those things that make life great. Most people think productivity is about finding or saving



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time. But it's not. It's about making our time work for us. Just imagine having free time again. It's not a pipe dream. In *Free to Focus*, New York Times bestselling author Michael Hyatt reveals to readers nine proven ways to win at work so they are finally free to succeed at the rest of life--their health, relationships, hobbies, and more. He helps readers redefine their goals, evaluate what's working, cut out the nonessentials, focus on the most important tasks, manage their time and energy, and build momentum for a lifetime of success.

Hidden in the enchanting illustrations and story of Merlin and the water-sprite Nimue, is an intricate puzzle.

Discover proven, "over-the-top" strategies and techniques to take you and your business to an entirely new level of success and profitability. Read this book with an open mind, and you'll find the ideas and wisdom you need to truly transform your business.

Discusses how to create a platform and build an audience using social media technologies.

Revamp your life to grow, evolve, and become who you want to be. *Lifestorming* is the indispensably practical handbook for becoming the person you want to be. Redesign your life, friends, behaviors, and beliefs to move closer to your goals every single day, guided by expert insight and deep introspection. Written by a veteran author team behind almost 100 books on human behavior, this guide helps you learn why you do

things the way you do them, and how to do them better. The Lifestorming Test allows you to assess your current state in concrete terms, and assess your ability to change and adapt — from there, it's about identifying people, actions, habits, and beliefs that either support your personal and professional growth or hold you back. You'll learn the six building blocks of character, challenge your belief system, develop a leadership mindset, and overcome the fear and guilt of success. You'll map out an action plan, and learn how to continually move forward at work, at home, and in everyday life. We often don't realize how much of our natural default is established by others. Whose goals are you working toward? Are you measuring your progress with the correct yardstick? This book shows you how to take a step back and compare your life today with the future you want — and build a plan for changing track toward constant evolution and growth. Assess your current state and your capacity for change Develop the right goals and the right metrics to create the future you want Learn how character evolves, and why it's essential to growth Change your habits and behaviors to consistently grow and evolve We all carry around old baggage, obsolete "friendships", and counterproductive beliefs — and every day, they pull us a little further away from what we really want. Lifestorming is your real-world guide to shedding the stagnation, and allowing yourself to grow into the person you want to become.

"Have you ever found yourself stretched too thin? Do you simultaneously feel overworked and underutilized? Are you often busy but not productive? Do you feel your

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time is constantly being hijacked by other people's agendas? If you answered yes to any of these questions, the way out is the way of the Essentialist. Essentialism isn't about getting more done in less time. It's about getting only the right things done. Only once we discern what is absolutely essential and eliminate everything else can we make our highest possible contribution toward things that truly matter. By forcing us to apply more selective criteria for where to spend our precious time and energy, the disciplined pursuit of less empowers us to reclaim control of our own choices, instead of giving others the implicit permission to choose for us. Essentialism is not one more thing to do. It's a whole new way of doing less, but better, in every area of our lives"--Back cover.

What's Your Type at Work? Are you one of those organized people who always complete your projects before they are due? Or do you put off getting the job done until the very last possible moment? Is your boss someone who readily lets you know how you are doing? Or does she always leave you unsure of precisely where you stand? Do you find that a few people on your team are incredibly creative but can never seem to get to a meeting on time? Do others require a specific agenda at the meeting in order to focus on the job at hand? Bestselling authors Otto Kroeger and Janet Thuesen make it easy to recognize your own type and those of your co-workers in *Type Talk at Work*, a revolutionary guide to understanding your workplace and thriving in it. fully revised and updated for its 10th anniversary, this popular classic now features a new chapter on

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leadership, showing you how to be more effective on the job. Get the most out of your employees—and employers—using the authors' renowned expertise on typology. With *Type Talk at Work*, you'll never look at the office the same way again!

In *That's Gotta Hurt*, the orthopaedist David Geier shows how sports medicine has had a greater impact on the sports we watch and play than any technique or concept in coaching or training. Injuries among professional and college athletes have forced orthopaedic surgeons and other healthcare providers to develop new surgeries, treatments, rehabilitation techniques, and prevention strategies. In response to these injuries, sports themselves have radically changed their rules, mandated new equipment, and adopted new procedures to protect their players. Parents now openly question the safety of these sports for their children and look for ways to prevent the injuries they see among the pros. The influence that sports medicine has had in effecting those changes and improving both the performance and the health of the athletes has been remarkable. Through the stories of a dozen athletes whose injuries and recovery advanced the field (including Joan Benoit, Michael Jordan, Brandi Chastain, and Tommy John), Dr. Geier explains how sports medicine makes sports safer for the pros, amateurs, student-athletes, and weekend warriors alike. *That's Gotta Hurt* is a fascinating and important book for all athletes, coaches, and sports fans.

Michael Hyatt, one of the top business bloggers in the world, provides down-to-earth guidance for building and expanding a powerful platform. To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. In this step-by-step guide, Michael Hyatt, former CEO and current Chairman of Thomas Nelson Publishers, takes readers behind the scenes, into the new world of social media success. He shows you

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what best-selling authors, public speakers, entrepreneurs, musicians, and other creatives are doing differently to win customers in today's crowded marketplace. Hyatt speaks from experience. He writes one of the top 800 blogs in the world and has more than 100,000 followers on Twitter. His large and growing platform serves as the foundation for his successful writing, speaking, and consulting practice. In Platform, Hyatt will teach readers not only how to extend their influence, but also how to monetize it and build a sustainable career. The key? By building a platform. It has never been easier, less expensive, or more possible than right now. . . The book includes: proven strategies easy-to-replicate formulas practical tips Social media technologies have changed everything. Now, for the first time in history, non-celebrities can get noticed—and win big!—in an increasingly noisy world.

Great leaders are driven to win. Yet career wins can come at great cost to your health, relationships, and personal well-being. Why does it seem impossible to both win at work and succeed at life? Michael Hyatt and Megan Hyatt Miller know we can do better because he's seen it in his more than four decades as a successful executive and a loving and present husband and father. Today Michael and his daughter, Megan Hyatt Miller, coach leaders to live the double win. Backed by scholarly research from organizational science and psychology, and illustrated with eye-opening case studies from across the business spectrum and their own coaching clients. Win at Work and Succeed at Life is their manifesto on how you can achieve work-life balance and restore your sanity. With clarity, humor, and plenty of motivation, Win at Work and Succeed at Life gives you - an understanding of the historical and cultural forces that have led to overworking - 5 principles to rethink work and productivity from the ground up - simple but proven practices that enable you to slow down and reclaim your life - and more

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Refuse the false choice of career versus family. You can achieve the double win in life.

"New York Times bestselling author offers a manifesto for work-life balance. His proven, practical plan will equip you with a clear action plan to reclaim your margins and direct fresh energy to family and personal pursuits, all while achieving success at work"--

THE NEW YORK TIMES BESTSELLER *Chasing Daylight* is the honest, touching, and ultimately inspirational memoir of former KPMG CEO Eugene O'Kelley, completed in the three-and-a-half months between his diagnosis with brain cancer and his death in September 2005. Its haunting yet extraordinarily hopeful voice reminds us to embrace the fragile, fleeting moments of our lives—the brief time we have with our family, our friends, and even ourselves. This paperback edition features a new foreword by his wife, Corinne O'Kelley and a readers' group guide and questions. "Voicing universal truths . . . shared . . . simply and clearly."—Janet Malin, *New York Times* "Words to live by."—Kerry Hannon, *USA Today* "One of the most unexpected and touching books you're likely to read this year."—Edward Nawotka, *Bloomberg News* "An honest, thought-provoking memoir . . . O'Kelly has many lessons to teach us on how to live."—Steve Powers, *Houston Chronicle* "[A] well-written and moving book."—*TheEconomist.com*

When COVID-19 became a global pandemic, somebody hit a reset button on the economy. Literally. Economists have begun referring to the 2020 event as the Great Reset as lockdowns and health scares caused dramatic shifts in the business and economic landscape across the world. In *Survive and Thrive*, readers learn what this reset means for their world and their place in the economy as they build (or rebuild) a business in 2020 and beyond. *Survive and Thrive* paves the path for any entrepreneur to start from scratch and build a profitable business in any

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economy, including this one, with a series of marketing, sales, and finance strategies that integrate together to help business owners survive and create a thriving business with lasting, long-term success.

Every artist needs a little pep talk now and then. An inspiring tool and beautiful art book in one, *Creative Pep Talk* offers illustrated words of wisdom from 50 of today's leading creative professionals. With full-color, typographic prints and explanatory statements from a host of creative luminaries—including Aaron James Draplin, Oliver Jeffers, Lisa Congdon, Mike Perry, and many others—this volume encourages artists to stay excited, experiment boldly, and conquer fear. "Create curiosity," "Learn to say no," and "If you can't be good, be different" are just a few of the motivational maxims in this visually rich collection that's perfect for students, designers, artists, and creatives at any stage in their careers.

Are you one of the many people who long to ditch the cubicle and go to work for yourself, on your own terms? What's holding you back? Self-doubt, fear, technology challenges, the feeling that there are already too many other people doing what you want to do? It's time to face those things head-on and transform your passion into a thriving business. Why? Because your message matters. In this uplifting and practical book, blogger, speaker, and business coach Jonathan Milligan gives you a simple 4-step framework to rise above the noise and build a real business. He shows you how to believe, define, craft, and market your message so that you can fulfill your unique purpose in this life. With plenty of helpful assessment tools and proven strategies—including how to create 7 perpetual income streams in 12 months from just one message--this is your go-to guide for living your dreams and impacting the world for good. Each of us has but one life to live on this earth. What we do with it is our choice. Are we drifting

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through it as spectators, reacting to our circumstances when necessary and wondering just how we got to this point anyway? Or are we directing it, maximizing the joy and potential of every day, living with a purpose or mission in mind? Too many of us are doing the former--and our lives are slipping away one day at a time. But what if we treated life like the gift that it is? What if we lived each day as though it were part of a bigger picture, a plan? That's what New York Times bestselling author Michael Hyatt and executive coach Daniel Harkavy show us how to do: to design a life with the end in mind, determining in advance the outcomes we desire and path to get there. In this step-by-step guide, they share proven principles that help readers create a simple but effective life plan so that they can get from where they are now to where they really want to be--in every area of life.

Having a clear, compelling vision--and getting buy-in from your team--is essential to effective leadership. If you don't know where you're going, how on earth will you get there? But how do you craft that vision? How do you get others on board? And how do you put that vision into practice at every level of your organization? In *The Vision Driven Leader*, New York Times bestselling author Michael Hyatt offers six tools for crafting an irresistible vision for your business, rallying your team around the vision, and distilling it into actionable plans that drive results. Based on Michael's 40 years of experience as an entrepreneur and executive, backed by insights from organizational science and psychology, and illustrated by case studies and stories from multiple industries, *The Vision Driven Leader* takes you step-by-step from why to what and then how. Your business will never be the same.

This volume in the Contemporary Military, Strategic, and Security Issues series presents a concise introduction to the evolution, key concepts, discourse, and future options for improved



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strategic communication in today's U.S. government. \* Key document excerpts from legislation, proposed legislation, doctrine, reform proposals, and policy documents \* A glossary of terms \* An annotated bibliography of proposals and recommendations for strategic communication/public diplomacy reform

### THE ULTIMATE GUIDE TO SUPERCHARGING YOUR PRODUCTIVITY, DEMOLISHING YOUR TO-DO LIST, AND MAKING TIME FOR YOUR PASSION PROJECTS

The 5 AM Miracle offers you a plan to focus on what matters most, and get more done. It shows how to reap the incredible benefits of early rising, from demolishing your to-do list to making time for your passion projects. With its 7-step system, this easy-to-follow guide teaches you how to systematically create a healthy, balanced lifestyle and achieve your grandest goals. Packed with tips, tricks and proven strategies for success, The 5 AM Miracle explains how and why you should:

- Create an evening boundary for work
- Plan tomorrow on paper tonight
- Boost energy all day
- Drink 1 liter of water and a green smoothie every morning
- Organize annual goals in 3-month chunks
- Use a task manager to track projects

The difference between helping and selling is just two letters. If you're wondering how to make your products seem more exciting online, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention these days you must ask a different question: "How can we help?" Jay Baer's Youtility offers a new approach that cuts through the clutter: marketing that is truly, inherently useful. If you sell something, you make a customer today, but if you genuinely help someone, you create a customer for life.

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Many of us enter parenthood with a perfect vision of what our family will be. But along the way we discover that the children we've been blessed with are real human beings, with their own minds, ideals, and views of the world. Our influence only goes so far, and when those children reach the pre-teen and teenage years, it may seem to have disappeared completely. Yet at no time in a kid's life is their parents' positive, godly influence more critical. For parents who are concerned that their child is pulling away, following poor role models, or making choices that will lead to pain and difficulty, Mike Berry has good news: it's not too late. He offers parents nine keys to maximizing and leveraging their influence to help their children through these difficult years and develop a relationship with them that can weather any storm.

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