

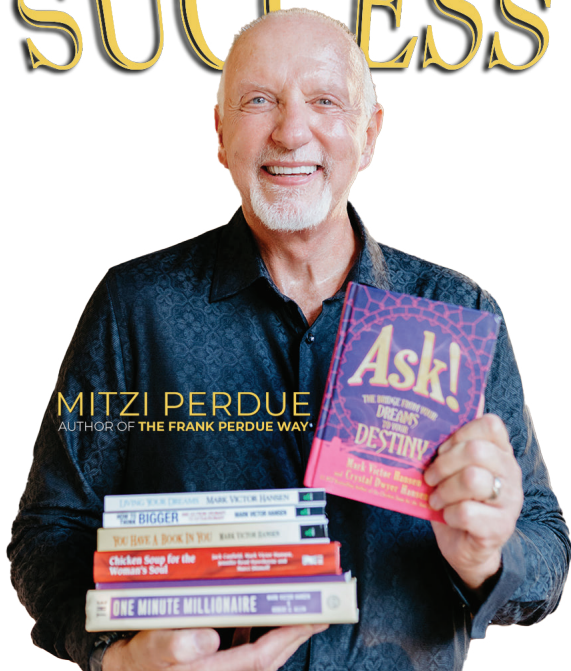
A TREMENDOUS EDGE

Mark Victor Hansen's RECIPES FOR SUCCESS

MITZI PERDUE
AUTHOR OF THE FRANK PERDUE WAY



Mark Victor Hansen's RECIPES FOR SUCCESS



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AUTHOR OF THE FRANK PERDUE WAY®



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Mark Victor Hansen's Recipes for Success.

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Designed and Made in the United States of America

Books by Mark Victor Hansen

- ◇ *Chicken Soup for the Soul series—254 different books in print*
- ◇ *ASK! The Bridge From Your Dreams To Your Destiny*
- ◇ *The One Minute Millionaire*
- ◇ *Cracking the Millionaire Code*
- ◇ *Cash in a Flash*
- ◇ *How to Make the Rest of Your Life the Best of Your Life*
- ◇ *The Aladdin Factor*
- ◇ *Dare to Win*
- ◇ *The Richest Kids in America*
- ◇ *The Miracle of Tithing*
- ◇ *The Power of Focus*
- ◇ *The Miracles in You*
- ◇ *Out of the Blue*
- ◇ *Master Motivator*
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- ◇ *Visualizing Is Realizing*
- ◇ *Dreams Don't Have Deadlines*
- ◇ *How To be Up In Down Times*
- ◇ *Future Diary*

Soon to be Published

Rev. Ike's biography *From Wishes To Riches*, co-authored with his son Xavier Eikerenkoetter

Audios

- ◇ *How to Think Bigger Than You Ever Thought You Could Think Dreams Don't Have Deadlines*
- ◇ *Visualizing Is Realizing*
- ◇ *Sell Yourself Rich*
- ◇ *Chicken Soup for the Soul series*
- ◇ *The One Minute Millionaire*
- ◇ *Cracking the Millionaire Code*

Mark Victor Hansen's Websites

- ◇ *Markvictorhansenlibrary.com*
- ◇ *Askthebookclub.com*
- ◇ *Hanseninstitute.com*
- ◇ *Markvictorhansen.com*

See Mark Victor Hansen's videos on *YouTube.com*.

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Introduction

Mark Victor Hansen's life abounds with tips that can put you further along the road to being all you can be. And he may be the perfect person from which to learn. As you'll discover, few people in the world have had more success than Mark. He's in the *Guinness Book of World Records* for having the most books on *The New York Times* Best Seller list at one time, and his *Chicken Soup for the Soul* (CSS) series has sold more than 500 million books worldwide.

If that isn't enough, he also created and licensed over a billion dollars' worth of CSS-branded products. The biggest is the CSS Dog Food. Now he has created markvictorhansenlibrary.com as a comprehensive publishing company that ghostwrites mostly fiction books. His big mission is this:

Get everyone, everywhere, to read to be truly freed.

His plans for creating Library 3.0 will enrich the world and can be an inspiration to us all.

Mark's messages of possibility, opportunity, and action have created powerful change in thousands of organizations and millions of individuals worldwide. In addition to the *Chicken Soup for the Soul* series, his many best-

selling books include *The One Minute Millionaire*, *Cracking the Millionaire Code*, *How to Make the Rest of Your Life the Best of Your Life*, *The Power of Focus*, *The Aladdin Factor*, *The Richest Kids in America*, *Dare to Win*, and *Ask!*

His success story isn't limited to commercial success. He's a family man to the core with five adult kids and six grandkids whom he adores. His philanthropic thinking and ideas are legendary.

On top of all this, he's a man who makes friends wherever he goes. People delight in his company, and he's the "Man Who Has It All."

How did he do it?

That's what you'll discover on these pages. You'll read stories from Mark's life, including challenges and triumphs, but most of all, you'll read what my late mother used to call "Recipes for Living."

The lessons Mark drew from these experiences made him what he is today.

They're easy, they're accessible, and you don't have to be rich or talented to carry them out in your own life. Once you read them, they can be your "Open Sesame" to a bigger, fuller, more satisfying life.

Let Mark Victor Hansen be both your inspiration and your pathfinder! Let's start on the journey to being all you can be!

Ah, but before we're done, a quick note about me, your guide. I wrote this book because my wish for everyone (and of course, this includes *you*) is that everyone gets to be all they can be.

Unfortunately, only a few achieve this.

When it comes to living up to your full potential, everyone needs inspiration and guidance.

As someone who wants what's best for *you*, I thought I couldn't provide you with a better mentor than Mark Victor Hansen, who people refer to as the "World's Inspirational Man."

Enjoy! And lead the fullest, most satisfying life you can! I'm pulling for you!

Love,

Mitzi

P.S. Here's a section where I share a little bit about me and why I wanted to share my personal feelings about Mark. The next few paragraphs are about how I met Mark and his wife Crystal and how this book came about.

The odds that the book that you have in your hands right now would ever be written are vanishingly small. Under normal circumstances, I would never have met Mark and Crystal.

Like you (or at least I assume I'm like you in what I'm about to say), I had read *Chicken Soup for the Soul* books and was a fan. But I thought I would always be a distant fan. As a woman who speaks about preventing human trafficking, who also happens to be a hotel heiress (my father was the president and co-founder of the Sheraton Hotel chain) and the widow of poultry magnate Frank Perdue, it just didn't seem likely that I'd ever actually meet Mark Victor Hansen.

However, in 2019, I spoke at a family business conference in Dubai and met a good friend of Mark's, Bradley Rotter. Bradley is one of the world's great conversationalists, and hearing his ideas was entrancing. But then the inexplicable happened. Bradley said he thought Mark, Crystal, and I would be best friends and that he would arrange a phone call.

Would you believe I was tempted to say, "No"? As in *very* tempted to say no. I was so in awe of Mark I was afraid I would be tongue-tied and have nothing to say.

However, we did speak, and I found Mark to be easy to talk with, infinitely understanding, and as personable a human being as you'd ever come across. He was also brilliant, insightful, and had a seemingly infinite mental database of information and knowl-

edge. On top of that, I was drawn to the way he seemed to speak in aphorisms.

That was the beginning of what has become an almost daily conversation. Talking with Mark, and later with Crystal, has become one of life's greater privileges for me.

I've often asked myself, "How did I get this lucky?"

I have no answer for this.

In writing this short biography of Mark, I now know that I have the privilege of sharing with you some of the ideas, attitudes, and approaches that may help you move further along the road to a more fulfilling life.

That life will involve abundance, success, giving back, and, in the end, making the world a better place. May you have all of this and more! And may you enjoy the journey! Let's get started!

I: Early Influences

In 1957, an event happened that would influence the course of Mark's entire life. He was only nine years old, and the young boy had his heart set on owning a luxury English racing bicycle.

There was a problem, however. The price tag on the bike was \$175. In today's dollars, according to *ShadowStats.com*, that \$175 would be an almost unthinkable \$12,547. Incidentally, a top-of-the-line racing bike does cost about \$12,500 today.

Something that expensive seemed out of the question. "My Dad told me no, endlessly and repetitively," Mark remembers. "He couldn't afford something that seemed frivolous, enormously expensive, and an unnecessary luxury. He even asked me, gently and half-jokingly, 'Where is your capital? Where is your money-in-hand to purchase such a bicycle?'"

After hearing "No" enough times, it finally occurred to the young Mark to ask, "Can I have it if I earn it myself?"

"If you earn it, you can own it," his father answered.

This response actually fit with what the elder Mark taught and believed: "Pride of ownership follows pride of *earnship*." How-

ever, Mark's father clearly never dreamed that his nine-year-old son could earn the equivalent today of more than \$10,000.

Still, the young Mark now had a burning desire to earn the money needed to buy the bicycle. But where to start? Showing skills that would see him in good stead for the rest of his life, he did two important things:

First, he figured out how to get from here to there.

The "here" was, "I have no money." The "there" was, "I need \$175 to buy the bicycle of my dreams."

The approach that worked for Mark involved sales. As a Boy Scout, Mark read in the scouting magazine, *Boys' Life*, that he could sell greeting cards on consignment. So he sat down with paper and pencil and created a plan to sell the Gibson Greeting Cards advertised in the magazine. Next, he calculated how many he would have to sell to earn enough money to buy his longed-for English racing bike.

Second, he put his plan into action.

A plan is just a fantasy unless it's put into action. Even by this young age, the nine-year-old had mastered the second ingredient needed for success—Mark needed not only to plan but to execute.

Here's what he did. First, his mother,

who was a great saleswoman and storyteller, advised him to call on all the neighbors and share his story by saying, “I am earning my own bicycle selling Gibson Greeting Cards, would you like one box or two?” Then, she instructed him to shut up and smile after making his closing statement.

“I went door-to-door selling greeting cards, expanding into neighborhoods I had never been in before,” Mark remembers. “I sold 376 boxes in the two months before Christmas.”

The price was \$2 per box of cards, and he got to keep \$1 per box sold.

“It was fun to sell,” Mark recalls. “I loved it.”

There was another lesson involved in his earning that \$376, or what in today’s dollars would amount to more than \$25,000. “Dad couldn’t clearly explain to me why he did what he did next, but over time I came to thank him for his action. Dad took half the money I earned. Then, he took me to the Little Fort Bank in Waukegan, Illinois, and made a big deal of it. He introduced me to the manager and started my college savings account in my name as a nine-year-old signatory.

“I walked out with an interest-bearing bank book and,” as Mark gleefully recalls, “of course, I sold the manager a box of Christmas cards for

which he smiled and thanked me. Later, when I needed money for my band instruments, *viola*, I had it in the bank, so to speak.”

This kind of effort resulted in his becoming the number one young salesman for Gibson Greeting Cards. Moreover, it foreshadowed the rest of his career—his willingness to go all in.

There’s a fascinating additional point to this story: decades later, officials from the Gibson Greeting Cards company called Mark’s office after he became famous. They asked him to give Gibson Greeting Cards a license to sell CSS Christmas cards in grocery stores. “We sold 867,000 boxes of their Christmas cards,” Mark remembers.

The early experience with Gibson Greeting Cards had deeply influenced his way of thinking as a child. Then it came to fruition a second time years later. As he summarizes the experience, “It was the Law of Attraction in Action.”

If you’d like to get a jump start on success, put Mark’s approach into action!

1. Self-reliance and self-determination in action equal self-empowerment. “When you set your mind on something and make a life-improving decision, you take control of your future and your life. You go from being a little cat to a big cat.” He likes to say, “A big shot is a

little shot that just keeps shooting!”

2. Success equals both planning and execution. It wasn’t enough for the boy to have a grandiose desire to earn the equivalent of \$12,500 in today’s dollars. He could never have done it if he hadn’t had a good plan and the energy and dedication to execute it.

3. When you’re earning, save. “Dad wisely took half my earnings and banked them. In later life, when I followed this advice, I did great. When I forgot it, which I did in my teens, I paid for it. Part of all you earn is yours to keep. So save the first 10% of all earnings, gifts, windfalls, and bonuses.”

4. Use adversity as a bridge to your destiny. Mark’s father couldn’t afford to buy him the bike he craved. Still, this small event in the life of the young boy turned out to be a bridge to his growing and expanding self-confidence and destiny. The same innovativeness and energy that enabled him to pay for the bike he wanted helped him become the “World’s Best Selling Nonfiction Author.”

5. Opportunities are everywhere. Spiritually, ask God, repetitively just before slipping into sleep and slumber, “Where are my opportunities to positive-

ly earn money now in a way that is ethical, honest, and omni-beneficial?" There is always a way; it's each of our lifelong jobs to keep finding that way.

II: The Beatles Change Mark's Life

A little after 8:00 pm EST, on Sunday, February 9, 1964, an event occurred that changed the music scene for most of the Western world. It also changed the life of a 16-year-old high school kid, young Mark Victor Hansen.

Along with 73 million other Americans, Mark witnessed the Beatles in their first American performance. It was on the *Ed Sullivan Show*, marking a new era in music. It changed the music world from Elvis Presley's rock and roll to the era of rock.

It also marked a new era in Mark's life. "I was so enamored by this new and exciting music," he remembers, "that I called my classmate, Gary Youngberg, and told him, 'We're starting a rock band! What instrument do you play?'"

"Uh, nothing. I don't play anything," Gary mumbled. "What about you?"

"Nothing," Mark answered.

Showing traits that followed him the rest

of his life, Mark wasn't about to let this little obstacle stop him. It just didn't matter to him that he was forming a band with people who, up to now, had never even touched a musical instrument.

They'd learn. Mark decided to call his group The Messengers. (Later, his wife, Crystal, suggested that this name was prophetic of his lifetime of activities.)

Since part of Mark's goal in forming a band was to perform and charge for it, he knew he'd need to join the musicians' union. But unfortunately, the initial reception was chilly.

"What kind of music do you guys play?" the head of the local union asked Mark.

"Rock!" he proudly announced.

The guy was unimpressed. "We don't want your music. And we certainly don't want rock!"

Mark didn't take no for an answer. Eventually, the musicians' union accepted him and his band. After the initial bump in the road, it turned out to be a long and happy relationship.

Meanwhile, the band members were learning their instruments. Mark's instrument was bass guitar. Before hearing the Beatles, he had never held a bass guitar in his hands. Still, he identified with Paul McCartney's bass playing. Within a couple of weeks, he and The Messengers learned 50 songs and

performed in local churches, clubs, and bars.

The next step was an agreement with the local YMCA to use their basketball court for weekend concerts. "I knew the court was empty during the weekends, and the YMCA is a great organization and is always short of funds to serve its constituencies," Mark recalls. "So I told them, 'Make it available to us for our performances, and we'll split the take 50-50.'"

With the help of Mark's advertising in the Waukegan Township high school paper, he drew sell-out crowds. "We charged \$5 per person and usually had sold-out houses. For the YMCA, several times, this meant a \$5000-a-night windfall and an equal amount for The Messengers, after I paid each band member \$17 per hour, which was giant earnings back in the late '60s."

The teenager was suddenly and occasionally making more in a week than his father made in a year. His one regret for this time was that he hadn't made an effort to study money management and actively save and invest to multiply his wealth. Although he had more money to spend than he had ever dreamed of, he kept spending it and, in the end, had little that was lasting to show for it.

Still, it took work to get good enough to earn all this money. "We practiced almost all

afternoon, and then early on each Saturday. We made it a point to learn all the number one songs. We'd perform them every night and then get up at 5:00 am the next day to get our schoolwork done."

Interestingly, Mark remembers that their schoolwork improved. When studying in the few hours available, they focused as never before. In his case, he went from being an average student to being an A student in almost all his subjects.

The Messengers lasted for the next two years until they all graduated from high school. After that, each band member went on to higher education.

If you can dream it, you can do it, too... if you put Mark's process into practice:

1. It's okay to start with nothing, as long as you have a white-hot, burning desire. "When starting The Messengers, we didn't have instruments. We didn't know how to play, we didn't know the first thing about being musicians, and we had no idea how to market our product. But we learned."

2. When you really want to, you can learn things really fast. In my case, I needed to learn to play the bass guitar. So the total time from when I heard the Beatles and wanted to form a band to the

time I was performing in front of an audience was roughly three weeks.”

3. Expect obstacles. “Initially, the musicians’ union didn’t take us seriously. They didn’t like us or our music, and it looked like they wouldn’t allow us to join. Still, they ended up being huge supporters.”

4. If you’re young, you don’t have to wait until you’re an adult to start working on your dreams. “In fact,” insists Mark, “when you’re young, and you don’t have a mortgage or a family—a wife or kids to support—it’s a great time to explore all your challenges and opportunities to the fullest! When you’re young, it may be your most cost-free time for taking big risks.”

5. Learn to live below your income. “Avoid the mistake I made, which is, with all that money coming in, I bought a great car, motorcycle, scuba equipment, went to concerts, traveled crazy, and spent much of what I earned. If I had to do it over again, I would be much more careful. I would have learned to be a better money manager and invested 10% of all I earned or more. That way, the money I earned would make more money for me.”

6. You have a superstar talent within you, but you won’t discover it if

you don't try. "I didn't know I could be a musician and a band promoter, but the act of trying made me discover talents I couldn't have imagined. You have genius within you—maybe in music, literature, invention, technology, or whatever—it's yours to discover and use. So dare to act and surprise yourself with the genius you have inside, waiting to come out!"

III: Bankruptcy and Getting Definite with the Infinite

When looking back on his life, Mark Victor Hansen remembers 1974 as both the worst year of his life...and the best.

The Question Mark Asked Himself That Changed His Future

Mark recalls, "The most excruciating experience I ever endured was in 1974 when I went bankrupt virtually overnight. I hadn't felt such mental and emotional turmoil in my 26 years of life. I felt like bankruptcy was a failing grade on my business skills and perhaps my future."

What had gone wrong was that he had started a Geodesic Dome business, wanting to be another Buckminster Fuller. However,

economic fallout from the oil crisis of 1973 ended that dream.

“The sudden spike in oil and petroleum pricing caused me to lose all of my contracts and \$2 million in the span of a few weeks,” he remembers. “I filed for bankruptcy in 1973, and I was in absolute hell.”

Mark's self-esteem was in tatters. He was depressed and barely scraping by financially—he was struggling to pay the \$100-a-month rent in a small house with three roommates in Hicksville, Long Island, New York.

“One night in stillness and desperation,” he remembers, “I begged God for an answer to the question, ‘What is my destiny?’”

A still small Voice answered him, but not with an answer. Instead, the voice he knew to be God's asked him another question, one that turned out to be life-changing.

“Mark, what do you want to do?” God asked him.

Getting Definite with the Infinite

It was a moving and pivotal moment for Mark. Then, meditating on God's question, the answer came to him. “I want to talk to people that care about things that matter, that would make a life-transformative difference for them.”

Mark understood that his destiny was to make a positive, transforming difference in people's lives, and he'd do it through public speaking.

Having a firm, clear understanding of his destiny was a miracle in Mark's mind. But there were two more miracles in store for him in short order.

"Miracle number two," he remembers, "came the next morning, when I asked my roommates, 'Do any of you know anyone who *isn't* a celebrity, a white-haired senior, a Broadway star, a doctor, or a lawyer out speaking and getting paid for their speeches?'"

To Mark's surprise, his roommate John said, "Yes, there is a superstar motivator talking this morning. He is probably a few years older than you, but he is cheering up all the downtrodden realtors in Haiphong, Long Island this morning. I can't go, so here's my ticket, and you will enjoy and be wowed by him!"

Amazingly, there was a third miracle in store for Mark that day.

As Mark remembers, "I got the address from John, and I immediately raced out to hear this wonderful speaker and trainer, Chip Collins. He delighted the standing-room-only crowd of realtors who had come to see him.

Despite the horrific economy, I watched Chip enthuse, motivate, and excite these people to believe in themselves.

“He taught them how to raise themselves to profitability and increase their performance immediately with his dynamic and easy-to-employ formulas. As I watched the session unfold, I understood how helping people improve themselves and their performance was my destiny.”

Mark asked Chip if he would go to lunch with him. “Through lunch, I asked him to share some of his techniques and insights so that I could enter this speaking and motivational world.”

The response wasn’t encouraging. “Collins told me the chance of my making it as a professional speaker was one in a thousand.”

That didn’t deter Mark. “I have a white-hot, burning desire to make it,” Mark told him, “so let me try!”

Collins was impressed with the young man’s enthusiasm and was willing to share his techniques on the condition that Mark focus on the life insurance business, which, Chip told him, was a bottomless pit of people needing motivation. Meanwhile, Mark was to stay away from Chip’s specialty, the real estate business in the five boroughs of New York.

Chip urged Mark to begin at once,

whether he was ready or not. And that's just what Mark did.

When Chip returned from a two-week vacation to Disney World with his wife and two children, he was astounded at the number of engagements Mark had self-booked during his absence.

The two men became Mastermind Alliance partners and met every Friday afternoon from 4 to 6 pm to review what Mark had accomplished and what new problems and questions came into view.

"We faithfully read one chapter out of *Think and Grow Rich* by Napoleon Hill and discussed it in-depth and how to employ the principles we were digesting and effectively using," Mark remembers.

Chip had recommended that Mark offer his initial seminars for under their value, charging \$25 per one-hour seminar and selling a package of four on prospecting, presenting, good work habits, and closing the sale. Chip taught him a phenomenal closing line that worked to get the \$100: Smile and ask, "Do you want to cut the check or have your secretary cut the check?" It worked like a charm.

It worked so effectively that Mark was booked doing four seminars per day within a month.

“I did over a thousand talks a year for my first three years in the business,” says Mark.

At one of their Friday meetings, Chip told him to raise his rate to \$50 per hour, then in another month to \$100 per hour. Before long, it was \$1000 per hour.

Mark quickly learned that by thinking, studying, and listening to self-help action audios, books, videos, and having a coach like Chip, he could bring immense value and excitement to audiences, quickly raising fees by 10 times, 100 times, or 1000 times.

Now he had devotees getting results and giving eager testimonials. They were excited by Mark's thinking, teaching, words, and stories. They were becoming agents selling million-dollar policies instead of hundred-thousand-dollar policies and earning 10 times as much in the process.

Chip told Mark, “It's time to consult on Saturdays and charge \$100 per hour and have four agents come to you from 8 am to noon at a restaurant with a private room.” This new approach worked, and agents loved it and recommended other agents. And again, Mark's fees rose and rose.

Audiences kept asking Mark, “Do you have that story in a book?” They wanted to share it with staff, spouses, church friends, or kids! So Mark wrote part of a multi-authored

book called *Stand-Up, Speak-Out and Win!* It cost him \$1 for each book he sold for \$10 from the platform in front of little insurance audiences of six, 10, and never more than 50 people.

He sold 20,000 at \$10 each. That's \$200,000 in 1974, and to him, it felt like \$2 million. His self-confidence, self-esteem, and self-image soared.

The better he did, the better they did. It was indeed a win-win scenario. He went from little office talks to regional, national, and international life insurance talks.

He then branched out to real estate. Real estate franchises started with Century 21 in Mark's home city of Newport Beach, California. Suddenly, he was in front of audiences of hundreds and sometimes thousands. He was paid and could also sell every book or audio he produced, quadrupling his earnings.

This was the beginning of a career that led Mark to world-renowned success with his book sales and speaking seminars.

Mark summarizes the lessons from both his worst year and his best year by saying, "I asked the question that would truly pivot my life in a better direction. Your job is to ask the right question, at the right time, to yourself, to others, and to God."

He now teaches this principle in the book

he co-authored with his wife Crystal called *ASK! The Bridge From Your Dreams To Your Destiny*. “By doing this, you can pivot your life from distress and failures to abundance, prosperity, and your own inevitable destiny.”

When you're feeling lost, confused, or like you've failed, do what Mark would do:

1. Ask God to show you a bigger context for your life and destiny.

Come to Him in humility, sincerity, reverence, and with an open heart. It goes back to the Bible: “Ask, and it will be given to you; seek, and you will find.” (*English Standard Version Bible*, Matthew 7:7)

2. Ask yourself what you really want. The answer is deep within you. It takes quiet to find, and it takes tapping into your deepest understanding of yourself. Fortunately, the act of asking has already put you most of the way to getting the answer you need.

3. Ask others to help you. Somewhere, there's a key person who can help. In Mark Victor Hansen's case, the key person, his roommate John, was available when Mark needed him. The Buddhists say, “When the student is ready, the teacher will appear,” and you'll be surprised when you get to experience for yourself how true that is. Be open to it!

4. The answer may be nearer than you think! “When we’re devastated or stuck,” Mark points out, “we often think the answers are far away, but when you start asking, a radical new plan for you can immediately be delivered. And if you follow it as I did, it may lead you down a new path to the new career for which you are destined!”

5. Be the best you can be; don’t try to be someone else! “When I was trying to be Buckminster Fuller, I failed. When I tried to be the best Mark Victor Hansen, I was on the road to my success.”

6. Use your entrepreneurial excellence, planning, masterminding, and great thinking. This leads directly to bigger, better, and more profitable businesses.

7. Work at your highest capacity. When you don’t do all you are capable of, at 100% of your potential, you suffer, others suffer, and the world suffers.

8. Make the most of your financial, spiritual, mental, social, and family potential. Mark’s goal for himself and others is to become fully functioning, self-actualizing, and self-realizing human beings who fulfill 100% of our potential.

IV: You Need a Mentor

Mark is a deep believer in what his good friend Charlie “Tremendous” Jones used to say:

*You will be the same person in five years
as you are today except for the people
you meet and the books you read.*

As someone with a personal library of more than 50,000 books (he has touched them each, though he may not have read every one of them cover-to-cover), Mark believes in growing through reading. But his “I’ve lived it” experience has also demonstrated to him the importance of meeting people who will help you be all you can be.

If you were to ask him the people who’ve helped him grow, he’d rattle off several names: Dr. R. Buckminster Fuller, Bob Proctor, or Chip Collins. But if you take this question a step further and ask, “Who was the greatest influence on you?” he will answer, “Reverend Ike.”

Reverend Ike was the African-American inspirational preacher and evangelist who came into Mark’s life at the right moment. In 1973 and 1974, as mentioned in the previous chapter, Mark was not only up against bankruptcy, he was also dealing with the evening news and its steady diet of negative reporting. The omnipresent negativity was bringing him down still further.

Thinking back on that time, he says, “I was eating up all the media negativity and believing that was the truth. I was at the lowest point in my young life and literally considered suicide.”

Change

At this low point in his life, Mark walked into Rev. Ike’s United Palace church in Washington Heights, New York, an area which most people think of as Harlem. “This dynamic young preacher’s words burned through the dark clouds that had been hanging over my soul,” Mark remembers, adding, “Something changed that day. A light penetrated my being.”

Rev. Ike’s words were a revelation to him:

*Your imagination creates your reality,
and you are in charge of your imagination.
God is infinite. God is Rich. God
created it all. You are made in the image
and likeness of God, so you are heirs to
the Kingdom.*

As the Bible says, “The Lord is my shepherd, I shall *not* want.” (Psalm 23:1)

What powerful words!

Hearing Rev. Ike’s message changed everything for Mark. “The negativity, struggle, and self-doubt I had felt the past few months seemed to melt away. Instead, I was immersed in positivity and possibility. I even bought

Rev. Ike's tapes with the little money I had to my name. I felt deeply that I needed uplifting as much as I needed food and water."

When Mark left the church that day, he took with him a beautiful realization. His life wasn't over; it was only just beginning. For the first time in months, Mark felt valuable, important, and that he could create something extraordinary with his life.

He summarizes the experience by saying, "I had been baptized into a new awareness that would change me positively and profoundly, forever."

A Spiritual Addict

"I became a spiritual addict from that point forward and attended Rev. Ike's services every Sunday, often bringing friends, colleagues, and clients," Mark remembers.

Rev. Ike's sermons inspired Mark to sculpt his life through choosing the thoughts and visualizations that would manifest every single dream he had into existence.

"I saw how Rev. Ike used his own mastery of the principles spoken by the Master Jesus and the prophets of old. He extracted the amazing force within those messages, demonstrating true miracles for himself and others. He inspired his audience to awaken their individual talents, skills, and abilities.

“Rev. Ike believed that heaven started now, and you could live each day in heaven or hell depending on what you chose to think,” Mark remembers. “He taught all of us about the ‘eternal now,’ and that by changing our perception and vibration, we could tune in to all the unlimited good that life here on Earth has to offer here and now.”

Mark realized that by changing our minds and hearts, we could instantly pivot to doing what the Apostle Paul admonished:

Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you may discern what is the will of God, what is good and acceptable and perfect. (Romans 12:2)

Rev. Ike also wanted people to truly understand the Bible as “Good News” now and live a life of abundance like Christ taught:

The thief comes only to steal and kill and destroy. I came that they may have life and have it abundantly. (John 10:10)

Mark’s life proves Charlie “Tremendous” Jones’ quote about the value of the people you meet. As Mark states, “I can say without a doubt, from the time I met Rev. Ike and taught the wisdom, philosophy, insights, and principles he taught, my life moved in a skyward-bound trajectory. I was a budding

young professional speaker when I first came into the United Palace. I gained confidence, poise, and ultimately the stature and influence to attract ever bigger clients and ever more lucrative contracts.”

Rev. Ike and Mark became great friends and colleagues during the decade that Mark lived and thrived in New York. When Rev. Ike died in 2009, his wife, Mrs. Eikerenkoetter, asked him to co-write her husband's biography with her son Xavier, creating and locking in his legacy. Rev. Ike has 28 million active viewers on YouTube, had two million followers worldwide, and owned over 20 Rolls Royces, so he demonstrated what he believed and taught. The book is entitled *Rev. Ike: From Wishes To Riches: Exploring the Wealth of God-In-You*.

If you want to see positive outcomes, follow Mark's lessons for life:

1. Don't wallow in negativity.

“When I focused on failure and was saturated by the bad news that was inundating me from the mass media, I considered suicide. I know now never again to focus on the negative.”

2. Surround yourself with positivity. Mark recommends an inspirational 17-minute YouTube video with Mellen Thomas Benedict. “The video describes Mellen's experience when he died for an

hour and a half and then came back,” explains Mark. “Mellen learned that here in the University of Life we are to learn, contribute, and enjoy a rich and full experience only available to us when our spirits are in physical form.”

3. Your imagination creates your reality. “You have a choice about whether to think of scarcity or abundance, negativity or opportunity. Choose a reality that is upbeat, energizing, and abundance-creating!”

4. Pick the most inspirational mentor you can find. Mark feels that learning from Rev. Ike was a rocket ship that propelled him further, faster, and sooner than would have happened without his mentorship.

5. Your life is meant for abundance. “Your thoughts,” says Mark, “are in control of whether your life on this earth is tuned-in, turned-on, and tuned-to the unlimited abundance that God means for you.”

V: Choosing Your Life Partner? Ask the Right Questions!

On May 28, 2008, when Mark met Crystal, his career was almost unmatched. *Chicken Soup for the Soul* and follow-on books meant that he was now the most widely published living author. Mark had notched an incredible 59 number one books on *The New York Times* Best Seller list. In addition, he had countless speaking engagements, and his typical speaking fee was in the \$20,000 range.

However, as the Bible says, “Then the Lord God said, ‘It is not good that the man should be alone.’” (Genesis 2:18) Mark was living and enduring the truth of that statement.

He was lonely, and there was a giant, gaping hole in his life. The amazing successes that had come his way weren’t truly meaningful or satisfying to him when he didn’t have someone he loved with whom to share this glorious experience.

He needed to change this. In his 20s, he had endured financial bankruptcy; now, at age 60, he was enduring emotional bankruptcy. What to do about this?

Einstein was famous for saying, “The answer is in the question.”

Mark wholeheartedly agrees: “What Einstein said is true at every level of your life. The problem is that most people don’t ask questions about what they really want. It’s too easy for a guy, for instance, to want eye candy, but there’s so much you’re missing out on if you stop there. What you really want is to reach the higher levels of the soul, right?”

Mark’s first marriage was unhappy, and he was determined to avoid making the same mistakes twice. So he began asking himself, knowing that the answer is in the question, “What do I really want in a relationship?”

By the way, this was a leap of faith for Mark. It may require a leap of faith on your part as well if, like him, you’ve endured a painful divorce or even a heartbreaking end to a love affair.

Mark determined that he would keep his heart open to the idea that he could still find his true love in this lifetime.

Here’s what he did:

I started by writing a list of 267 ideals—the values, qualities, characteristics that I desired in a marriage and marital partner, if I were ever to marry again. I had to live and examine them first, rather like Ben Franklin did by writing his twelve virtues and going over them endlessly. I wanted someone who could

share my values, spiritual beliefs, ambition, desire, drive, hopes, big goals for the future. I wrote that we needed to have an absolute love for each other and a mutual affinity for projects we undertook. I believe that clarity of thinking and spiritual alignment with God creates the space for dreams and goals to manifest. I believe on a planet with eight billion of us alive that somewhere your soulmate exists and is looking for you as diligently as you are looking for them. With all the advances in travel, communication, and technology, we can discover one another for the first time in history.

An essential part of Mark's thinking was that, once he had a deep understanding of what he was looking for, he had to be awake and aware to recognize and be ready to accept when the answered prayers showed up.

One of the wishes on his list of 267 ideals was, "I wanted her not just to have radiant beauty, I wanted her to have a radiant soul. On May 28, 2008, I addressed an audience called Author 101 in LA. It was a packed audience. There could have been 1000 people in the room, and there, from the stage, I saw in the audience a vision of loveliness, charisma, style, and perfection in motion."

He remembers, "I couldn't take my eyes

off this woman! I found someone who knew her and asked if she was married or divorced, and she told me divorced. My inner-knower and heart screamed, ‘She is the one!’”

Later, at the VIP reception, Mark was surrounded by fans. Although he usually is known for respecting and treasuring each one of his fans, in this case, there was a forgivable exception. Part of his mind was on the beautiful woman across the room, the one he had become so entranced with during his talk.

Suddenly he noticed something shocking. Someone had spilled red wine on this glorious woman’s white slacks.

“I broke from my group of fans and rushed to her rescue. I told her that I knew the secret doorway to the kitchen where we could get the club soda that would save her stained slacks. I took her hand and rushed us out of the questioning throngs, and once the club soda was procured, I was able to find out more about her.”

He asked her if she was hungry, and she was. So he invited her to dinner, and she accepted. It was 9:30 pm. He said, “We can’t dine here if we want to chat. May I take you offshore? Or a thousand attendees will keep interrupting, wanting just two minutes.” She agreed.

As Mark tells it:

When we got to the top restaurant in Hollywood, there was a line 50-plus people long. A \$100 bill would not bribe our way in. So, with questions on the tip of my tongue, we proceed courageously forward. Upon arrival, the gatekeeper, who could see pulchritude pouring out of her radiant spirit, said, "Okay, I give up. Who is she?" (thinking she was obviously a famous star.) Jokingly I answered, "You don't recognize her?" His mind went on steroids through People, In Style, Vanity Fair, and so on. So the gatekeeper said, "I give up. Who is she?" I said, "The queen of Denmark." He responded, "No, she's not!" then exclaimed, "Oh my God, she is!"

"Who are you?" Because I live in the question, thanks to our book ASK! I said, "Who travels with the Queen?" He said, "Oh my, you're the King! I have a place for you now." In thirty seconds, we had the best table in the house and met with the best chef. While we were joking, it worked out to our benefit and has become a keynote story to tell everywhere we go to the joy and laughter of all our listeners.

They had dinner together, and after a

couple of hours of conversation, they felt they had known each other forever.

Their courtship lasted three years. Hansen remembers, “I would have to pinch myself because it really seemed as though my dreams and intentions had truly been fulfilled. I asked her repeatedly to marry me because she always said ‘Yes!’ and I never got tired of hearing that answer!”

Today they’ve been married 10-plus years. “We are extraordinarily happily married. There’s a level beyond Soul Mates, called Twin Flames, in which when two people come together, like flames from two candles when they’re joined, they rise together as one flame to exponentially higher levels. Crystal is my Twin Flame, and I am hers.

“The greatest friend that God ever gave me is my beloved Crystal. She is my advocate, guidance system, advisor, helper, encourager, and co-creator of the most amazing life imaginable.

“Crystal is an absolute and complete masterpiece. She is unique in every way, like a thumbprint is a one and only one. Her body is artistically sublime, rare, and perfectly curved. Her voice is music to my ears. Yet, most importantly, her mind print is stamped perfect and divine by the creator Himself. There is not another like her anywhere in the world. She is one in eight billion. And I

cherish her as mine, a creation divine. I thank God himself for creating a masterpiece that only gets more perfect with time. I am delighted to be her husband and wish her the most magnificent life, with ever better days, weeks, months, and years, yet to come.”

If you want to find your soulmate, trust Mark's technique!

1. There's a perfect person for you.

As Mark says, “There are eight billion people alive today, and I think absolutely everyone who wants to can find that perfect person.”

2. Write down what you're looking for in precise detail. Be definite, positive, and specific. “The more clearly you visualize what you want, the easier it is for you to find it. The Law of Attraction will bring you to your soulmate when you feel, believe, and assume that they exist. Then, whomever you're ready for is ready for you.”

3. Once you have the love of your life, spend time together. “Crystal and I spent three years getting to know one another, so we could make sure we were compatible. Take time to ensure you both share values and are willing and able to adjust to having another person in your life full time.”

4. Figure out what impact you're supposed to make together.

"When people meet us, they usually say something like, 'You are the most formidable couple that I have ever met.'"

5. The person should be your force multiplier.

For example, "With Crystal, my life has been magnified and multiplied a hundredfold, or maybe it's a thousandfold."

6. Be awake and aware when the answered prayers show up.

7. The person you want to invest your life, being, and future with should be the most important person for you who's living on this earth.

VI: The Big Bold Challenge

You have a chance to be part of history! Read on and you'll learn how a breathtaking new development can change not only your life but the lives of most of the people on the planet. You can play a part in helping Mark Victor Hansen and his colleagues create Library 3.0.

Let's start with a quick bit of history to see why this matters and, importantly, how you fit in it. What you're about to read has to do

with how the dissemination of knowledge has grown and exploded over time. It's the impressive story of how humankind has improved by gaining ever greater access to knowledge.

Library 1.0—Papyrus Documents, Availability Limited to One City

The quest to collect and store Western knowledge began 2300 years ago with the Library of Alexandria. This ancient library contained hundreds of thousands of papyrus scrolls, making Alexandria the capital of knowledge, wisdom, insight, and learning for the entire Western world. However, access to the library was limited to scholars and the well-connected.

Library 2.0—Printed Books, Available to All, but Only in One Country

Since then, there have been many libraries; but it wasn't until the late 19th and early 20th centuries that libraries, at least in the United States, became freely available to everyone. The great philanthropist and richest man in the world, industrialist Andrew Carnegie, donated funds to build 1,689 public libraries throughout the United States. The service was free and shared, but it was limited to the United States.

Library 3.0—Electronic Books, Available to All Throughout the World

Mark Victor Hansen's vision for an upgrade for the library system is to make the wisdom of the world available to everyone, everywhere. "We can deploy the wisdom of the world electronically to 100% of humanity," says Mark. "From the privacy of their smartphones, individuals can come in contact with the best thinkers who ever lived. Not only that, whether you speak English, Hindi, Arabic, or Cantonese, with the magic of today's translation technologies, you will be able to read these in your language!" And for those who aren't yet literate, the books of Library 3.0 will also be available in spoken, written/text, video, and ultimately metaverse formats.

Why Do Universally Available Books Matter?

Mark loves this quotation from the ancient Athenian philosopher Plato, who learned it and wrote it from Socrates: "Those who tell the stories rule society." However, Mark notices that the media feeds us a soul-choking, spirit-suffocating diet of negativity and censorship.

Library 3.0, in contrast, will be unique,

life-enhancing, energizing, transformative, and the inevitable form that everyone will love, enjoy, and use to gain wisdom, insights, and intelligence. It will give us the inspiration as well as the tools to become all we can be. And that's the great goal: for all of us to live up to our potential so we can live the most fulfilling lives possible while contributing to making the world a better place.

That's for you as an individual. But what about you as a citizen?

Literacy still matters. In Mark's view, literacy is the most effective, least expensive, and longest-lasting approach to raising incomes and improving health. This reality is true whether we're looking at individuals or the community as a whole. As he says, "We want everyone to have the advantage of our self-help action information so you can be self-determining and profitably result-generating. We know that illiteracy means poverty and, along with poverty, a greater risk of poor health. If we want people to be educated, healthy, and thriving both economically and spiritually, we need literacy."

What About You?

Mark wants you to participate in Library 3.0! He is confident that you have a book in you. He wants your accumulated life's wis-

dom to continue beyond your lifetime, creating a lasting legacy. He hopes that you'll write your book, and he'll potentially help you do it.

Writing your book is your purpose in being alive: creating, contributing, and being charitable. And an amazing thing will happen when you write your book. You'll discover that there's wisdom locked inside you that you didn't know was there.

It will be an unforgettable learning experience. Writing is a wonderful way to help you become all that you can be.

But you'll also be contributing. You have unique dreams, understandings, and visions that you need to share. When you share the wisdom you have locked deep inside of you, you have the potential to change the world.

So, write your book! Make it a part of Library 3.0, the Mark Victor Hansen Library.

Visit: **markvictorhansenlibrary.com**
And for help with your writing, be sure to read, *You Have a Book in You*. Find it on Amazon.

Never stop learning with Mark's ways to increase your wisdom:

1. Read! With reading, you get a lifetime of distilled wisdom from some of the world's greatest thinkers, doers, and contributors. Reading is a shortcut to

success, and it enables you to think bigger than you've ever thought.

2. Books provide you with an ever better future. Books enable you to translate good thinking into reaching your best potential.

3. Books help create freedom. If you ever wonder how important books are to freedom, culture, and civilization, note that the first thing that all despots, tyrants, socialists, and communists like Hitler, Mussolini, Mao, and Stalin did was burn the books.

4. Drink in the wisdom of the ages and then expand it. Follow Mark's example. He reads widely and then writes so that he develops the understanding. In his case, he's already either author or co-author of 318 books actively in print and being sold.

VII: Giving Back, Both a Cause and Effect of Success

One of the bedrock principles that guides Mark's life is the necessity and the privilege of giving back. When he looks at his lifetime of faithful tithing, he sees tithing as both a cause and an effect of the enormous success that has come his way.

Mark's Experience with Tithing

Tithing 10% of our earnings seems daunting and impoverishing to most of us. But Mark's life experience demonstrates that this isn't the case. In his personal life, he discovered this vital principle:

*Giving does not cause you to have less;
it guarantees that ultimately and inevitably, you'll have more.*

Mark has seen in his own life that he became more successful as he tithed. That meant that the amount he was able to tithe kept increasing. And as the amounts he tithed grew, his success also kept skyrocketing. This pattern of giving and then receiving and then giving more has been a miraculous, virtuous circle for Mark.

Why Tithe?

The mainspring of Mark's desire to give is spiritual, and a significant component of this is gratitude. Thinking about when he started his life of tithing, he says, "Everything we have is a gift from God: the air we breathe, the water we drink, the mind we think with, the world we enjoy, absolutely everything. God created it and proudly said, 'All that I have is yours...'"

How could one not be grateful?

Mark continues: "When you contemplate

the vastness of Universe (Einstein said it's 'finite' but 'unbounded') or even the smallness of our Planet Earth, with a diameter of 8,000 miles and circumference of 25,000 miles, you have to think, 'Wow! And it's all mine to experience...and enjoy!'"

He likes to quote Genesis 1:26-27, which talks about how we are created in the image and likeness of God to have dominion. He draws from this the understanding that "We are here to create and contribute, and we are stewards of the earth, our lives, and our destiny."

The Four Ts

In his book, *The Miracle of Tithing*, Mark explains the "Four Ts of Tithing." He believes that we are here to give back 10% of our:

Thinking

Time

Talent

Treasures

"This can be to your church," he says, "or charities that you like, trust, believe in, and that are doing great and honest work, with their administrative costs below 10%."

Mark also has a bonus T: "Be **T**hankful that you have created surpluses to give. Success is measured not by what you can get but by what you can give."

Mark sees tithing or giving as water—it

comes in three forms. He puts it this way:

When you don't give, your life is frozen and stiff and breakable like ice. When you give a little, your life flows like warm water. When you tithe proportionately, 10%, as requested in every spiritual system, your life becomes like a vaporized drop of water expanding to fog a bathroom mirror or push moisture everywhere into a room. Once you experience being like vapor and feel the miraculous happening in your life, you will never stop giving. Givers gain, and non-givers feel pain.

Abundance

In explaining his attitude about the fruits of tithing, he often quotes Jesus in John 10:10, where he talks about abundance. Mark says, "You and I are not supposed to suffer lack, limitation, or deprivation of any kind. You are here to be abundant."

He goes on to say, "In my experience, *abundance* seems to be underwritten by *contribution*. The oldest spiritual literature on the planet is the Upanishads. The opening line says, 'Out of abundance, He or She took abundance, and only abundance remained.' There is more than enough for everyone, everywhere."

When Mark was a student ambassador to

India, he went to Mahatma Gandhi's homes. One of his affirmations on the wall said, "We have enough for everyone's needs, but not for anyone's greed."

"Technology," according to Mark, "creates more abundance, jobs, careers, products, services, and profitability than ever before in history. We have more than enough to take care of 100% of humanity physically and economically, as we overcome political and business vested interests and absolute greed."

A Constant Giver

Mark lives what he preaches. "Given my philosophy, I have tithed to a different charity on every book that I have ever written. I am frequently asked why I have sold more books—according to the *Guinness Book of Records*, over 500 million—than anyone else alive. I answer, 'It is because I am a constant giver.'"

Currently, Mark and his wife Crystal are helping the Horatio Alger Association for Distinguished Americans. The association has funded over 35,000 college or technical school scholarships for deserving at-risk kids.

"I can tell you that miracles are spontaneously happening in our lives because we are givers," Mark says. "I recommend you choose to test out the above thinking and see

if you don't get an enormous, never-ending payback."

Mark Victor Hansen's secret for success is giving back. Try it!

1. Give 10%. Jumpstart your life of success and abundance—practice tithing.

2. Giving means more abundance. The way giving works is that it accelerates the process of ultimately having more.

3. Giving creates a virtuous circle. As you achieve more success, you'll have more to give.

4. Giving is an expression of gratitude. Being grateful for all that God has given us is one of the secrets of happiness. And genuine gratitude is shown with acts.

5. Support Mark and Crystal's charity, Childhelp. Childhelp works to **end children's abuse, neglect, and sex trafficking.** Children are innocent and shouldn't be abused or neglected. They need our help. Visit: [**https://www.childhelp.org**](https://www.childhelp.org)

Chapter VIII: The Greatest Gift...and It's from Mark!

One of the greatest gifts one human being can give another is inspiration. In-

spiration provides us with both direction and the energy to get there. Inspiration can be life-changing and life-enhancing.

And that brings us to Mark Victor Hansen's superpower—*inspiration*. Few living people have inspired more people, whether it's through his half a billion books or the countless millions of people who've heard him speak and countless millions more who've listened to him on podcasts or watched him on YouTube.

What is the essence of Mark's inspirational message? Here's his message, boiled down to 10 principles:

Mark Victor Hansen's 10 Top Principles for Living

- 1. I believe each human has the intrinsic talent and ability to live their respective destiny.**
- 2. I believe there is “no free lunch.” We all can earn all we are willing to work for in a free enterprise system of unlimited opportunity and infinite possibility.**
- 3. I believe each of us needs to write what we want out of life—our goals, hopes, dreams, and desires.**
- 4. I believe we are here to experience and express love, life, liberty, and freedom.**

5. I believe we have to cherish the human temple called our body and exercise it daily, eat nourishing food, think positive thoughts, create significant and lasting relationships, and have great goals that contribute mightily to our fellow humans.

6. I believe we can take our liabilities and turn them into assets for our ascent in life and living.

7. I believe we must control our thinking and feelings to control our lives and create our future.

8. I believe we can all live abundant lives and create exciting surpluses.

9. I believe in an all-loving God who wants more for each of us than we want for ourselves.

10. I believe we are here to promise a lot and deliver even more (love, joy, enthusiasm, courage, faith, positivity, help, money, hope) than we think we can.

*This is the Mark Victor Hansen Way.
Act on his 10 Principles to lead the most
prosperous, most whole life!*

Mitzi Perdue

Mitzi Perdue is the daughter of one family business titan (her father founded the Sheraton Hotel Chain) and the widow of another, (her late husband was the family business poultry magnate, Frank Perdue), and she is also a businesswoman in her own right. She started the family wine grape business, now one of the larger suppliers of wine grapes in California. Mitzi likes nothing better than to share insider tips for successful family businesses. Her family of origin (the one that started the Sheraton Hotels) began with the family business, Henderson Estate Company, in 1840, and her Perdue family started in 1920 in the poultry business. These two families have a combined tradition of 276 years of staying together as a family. Mitzi is happy to share actionable advice on how they created and maintained their family businesses.

Mitzi speaks on how to make your family business last across the generations, and she also talks about success tips from mega-successful people.

Books

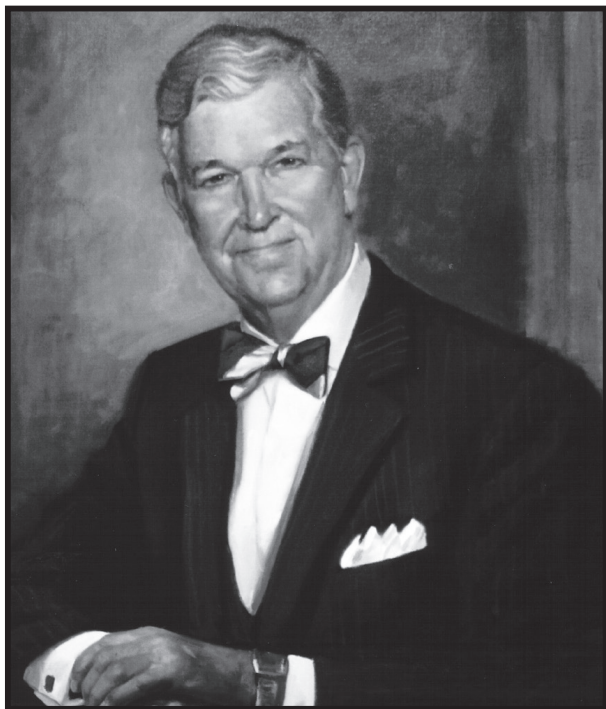
- ◇ *The Frank Perdue Way*
- ◇ *How to Be Up in Down Times*
- ◇ *52 Tips for Combatting Human Trafficking*
- ◇ *What It Means to Be Us*

- ◇ *How to Make Your Family Business Last*
- ◇ *How to Strengthen Your Family Legacy*
- ◇ *How to Use Children's Newsletters to Strengthen Your Family's Culture*
- ◇ *Tough Man, Tender Chicken: Business and Life Lessons from Frank Perdue*
- ◇ *The MotherBook, Favorite Sayings That I Inflicted on My Children*
- ◇ *Favorite Sayings of Frank Perdue*
- ◇ *Frank Perdue and The Atocha, an Untold Story*
- ◇ *I Didn't Bargain for This*
- ◇ *BHealthyU (a diet and exercise iPhone App)*
- ◇ *The Healthy U Diet and Exercise Private Tutor*
- ◇ *The Theory and Practice of Giving a Coffee, or How Mao Took Over China*
- ◇ *The I Want to EggScape™ Book*
- ◇ *The Non-Boring, All-Occasion, Usually Real Food for Real People Cookbook*
- ◇ *EggScapes™ National Arts in Science Foundation*
- ◇ *The Perdue Chicken Cookbook*
- ◇ *Frank Perdue: Fifty Years of Building on a Solid Foundation*
- ◇ *The Prairie Farmer Meat Cookbook*
- ◇ *The Prairie Farmer Poultry Cookbook*
- ◇ *The Farmer's Cookbook*
- ◇ *The Farmer's Dessert Cookbook*
- ◇ *The Farmer's Vegetable Cookbook*
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