



## November Sales & Media Catalog Jacketed Hardcover, Softcover & Audio

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**For Immediate Release**

Oct 05, 2020

**Contact: Matthew Saganski**

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### **Turn once debilitating stress into remarkable strength through proven resilience routines**

*Seize opportunities, rise to challenges, cope with threats by activating your Natural Renewal System*

GRAND RAPIDS, Mich., Oct. 05, 2020 – Stress reactions are automatic, but to transform stress into strength, you need to become intentional about routines that activate your natural renewal systems. The proven tips throughout *Stress Into Strength* will help you do exactly that.

After reading this book and applying its principles, you will learn how to:

- Let go once and for all of the stress myths that the human brain’s “negative” bias reinforces.
- Gain insight into your personality-based stress reactions and channel any negative, kneejerk reactions into positive, long-term responses to overcome your biggest obstacles.
- Learn how to choose physical, social, and spiritual stress and renewal responses that will help make you more flexible and resilient.
- Learn tips on when to seek help with trauma, staying undaunted through crisis in the workplace, and even raising resilient children.

Nick Arnett has had distinguished, high-stress careers, including as a paramedic and firefighter with experience in domestic and international disasters. For more than 15 years, he has led and taught people how to be resilient through crises large and small.

In *Stress Into Strength*, Nick shows how our stress reactions and equally natural renewal systems help us to seize opportunities, rise to challenges, and cope with threats.

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### **The blueprint to building an iconic shopping experience your customers love** *And a work environment your employees love being a part of*

GRAND RAPIDS, Mich., Oct. 05, 2020 – Infuse your organization with a distinct personality and culture that draws customers in a way that competing on price simply cannot.

In *Becoming Trader Joe*, Joe shares the lessons he learned by challenging the status quo and rethinking the way a business operates. He shows readers of all types:

- How moving from a pure analytical approach to a more creative, problem-solving approach can drive innovation.
- How finding an affluent niche of passionate customers can be a better strategy than competing on price and volume.
- How questioning all aspects of the way you do business leads to powerful results.
- How to build a business around your values and identity.

Joe Coulombe founded what would become Trader Joe's in the late 1960s and helped shape it into the beloved, quirky food chain it is today. Realizing early on that he could not compete and win by playing the same game his bigger competitors were playing, he decided to build a store for educated people of somewhat modest means.

Then Joe brought in unusual products from around the world and promoted them in the *Fearless Flyer*, providing customers with background on how they were sourced and their nutritional value. He also gave the stores a tiki theme to reinforce the exotic trader ship concept with employees wearing Hawaiian shirts.

In this way, Joe laid down the blueprint to build your own unique shopping experience that customers love, and a work environment that employees love being a part of.

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### **Cultivate the most incredible customer experiences on earth**

*A masterclass from the purveyor of unforgettable “wow” events for the world’s most demanding clients*

GRAND RAPIDS, Mich., Oct. 05, 2020 – Ensure your customers walk away from your company with a smile on their face and a plan to return by adapting the tools and techniques found throughout *The Gold Standard*.

In these pages, you will:

- Learn how to formulate your own vision, mission statements, and guiding principles, and effectively communicate them to your team.
- Learn how you can align your vision with your essential mission statement.
- Discover the core values, including service and accountability, that fuel Colin’s customer care ethos, and how you can apply those values to your own business.
- Have a renewed understanding of how vitally important it is that you take good care of the people who work for you so they, in turn, can care for your customers.
- Become armed to inspire and empower your team.
- Be guided to create your own ‘bible’ of scripts, protocols, and procedures that will streamline customer care situations while making every customer feel like their individual desires are being taken care of.
- Learn how to use every complaint as an opportunity, as well as why you should be more afraid of a client who *doesn’t* complain when something goes wrong than one who does.

Colin Cowie, one of the world’s most sought-after event planners, came to the United States from South Africa with \$400 in his pocket. Colin built his highly successful catering and event planning business from the ground up to become event planner to the most respected tastemakers and personalities in the world—including Oprah Winfrey, Jennifer Lopez, Ryan Seacrest, and Kim Kardashian, to name a few.

Through entertaining and engaging stories and examples, he shares the hard-won and hardnosed advice he has learned for creating a customer service culture that anyone can tailor to their own needs.

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**Create breakthrough marketing campaigns that achieve staggering consumer response rates**  
*Harness the power of RED Marketing—a flexible methodology with a genuine track record to prove it*

GRAND RAPIDS, Mich., Oct. 05, 2020 – Embrace the proven, systematic approach of RED Marketing, which the recent CEO and current CMO of Yum! Brands applied to lead Taco Bell and KFC to double digit growth.

The simple methodology unpacked in *RED Marketing* does not require complicated terms or a PhD to understand. It's actually quite simple. Marketing works in three very different ways:

- Relevance—Is it relevant to the marketplace?
- Ease—Is it easy to access and use?
- Distinction—Does it stand out from competition?

Combining actual examples from Yum! and other recognizable brands of every size around the world; the latest findings in marketing, neuroscience, and behavioral economics; and the author's own experience marketing three different brands across 120 countries—your brand can set and achieve a truly breakthrough marketing campaign by harnessing the power of RED Marketing.

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### **Uncover precisely what you are meant to do and exactly how to get started** *Pinpoint your “Sparketype,” make your life everything you want it to be*

GRAND RAPIDS, Mich., Oct 05, 2020 – *Sparked* will reveal your unique mix of motivation, talent, and drive that, when combined, will clarify both what your unique vision of success looks like and how to start your journey to achieve it.

*Sparked* picks up where author Jonathan Fields’s highly-popular “Sparketype” test leaves off to help you:

- Evaluate the cause and get to the core of your unhappiness in your profession.
- Determine your “Sparketype” and “Shadow Sparketype” to better understand your strengths and preferences.
- Identify the action steps you need to take to transform your career and life.
- Start the process of professional discovery.

Jonathan Fields, founder of the Good Life Project, has conducted years of interviews with highly successful leaders in every industry who are doing what they are uniquely meant to do and finding fulfilling success in doing it. In these interviews, he noticed patterns and commonalities along their career paths.

Using this information and additional extensive research, he has defined ten distinct “Sparketypes”: the Maker, the Scientist, the Maven, the Essentialist, the Performer, the Advisor, the Nurturer, the Warrior, the Sage, and the Advocate.

*Sparked* is packed with case studies, stories, and real-world applications, creating the comprehensive “Sparketype” bible to help you discover what you are meant to do and how to get started.

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### **Build your successful consultant life doing the work you love, on your terms**

*Straightforward advice from new world of work visionary and thought leader Lisa Hufford*

GRAND RAPIDS, Mich., Oct. 05, 2020 – Consulting is a viable alternative to traditional full-time employment, and you have everything you need to make it happen.

That’s the promise of new work visionary Lisa Hufford, who knows professionals want to make work fit their lives—not the other way around.

Equal parts actionable and inspirational, *Your Work. Your Life. Your Terms.* will enable you to:

- Understand the current future of work landscape, what consulting is, why people choose it, and assess whether it’s for them
- Build their foundation by defining their personal brand, identifying the work they love to do and their ideal client, and learning the art of the rate
- Create their flywheel by landing a contract, setting themselves up for success, delivering excellence, and taking time to reflect and refresh.

This is the definitive guide for beginner and experienced consultants. Lisa teaches readers how to successfully step off the corporate career ladder and transition to doing the work they love, on their terms.

Readers who follow these practical, simple steps will learn how to discover their personal brand and, ultimately, create a life doing the work they love, on their terms.

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