

FORWARD BY STEVEN M.R. COVEY

The Courage to **CHANGE** **EVERYTHING**

DAILY STRATEGIES AND WISDOM TO
AWAKEN YOUR HIDDEN GENIUS
AND TRANSFORM YOUR LIFE



KEN D FOSTER

BOOK
PROPOSAL

Overview

Ken D Foster has delivered a book written for our time, our society, our world, where most have too many distractions and are looking for ways to have more peace, focus, happiness and be more productive. My research shows most people have tapped into a very small portion of their minds and as a result are not living up to their full potential nor accomplishing greatest dreams. This book delivers the solutions to these challenges and so much more.

The Courage to Change Everything is based on wisdom from Ancient and Modern Wisdom Teachers. Receptive readers will find within its pages the power to change their lives, because it infuses the readers minds with knowledge, inspiration, and guidance to support them in transcending their greatest challenges.

The book was inspired by observing and documenting hundreds of clients results over a period of years. What became clear, is that having a daily plan, combined with time-tested success principles, and purpose driven intentions is essential for increasing energetic forces and increasing success.

Having personally devoted my life's work to understanding the spirit, mind, body connection, my research led to study the greatest minds in human history, reading thousands of books, attending and speaking at hundreds of personal and professional development conferences, coaching and mentoring thousands of people, and diving deep into applying the principles in this book. As a result, I have developed a unique expertise into what truly works in creating success and fulfilment in businesses and life.

I, like most, have made many mistakes along the way. But by creating systems and strategies to learn from each mistake and becoming conscious of what thoughts I allow into my mind; my life has propelled forward in ways that are uncommon to most. In the book, you will find daily strategies to look at what is working and not, and make adjustments to thinking and actions.

I have also found that Courage is the missing factor in many people's lives. It is the next movement toward well-being in life and society in general. We all need more courage and we need to be courageous, no matter how life is going. But how do we get more courage? We do this by identifying with the truth and remembering that we are infinite beings having a human experience.

The issue becomes most people are not taught the principles and wisdom that is found in The Courage to Change Everything, so they struggle needlessly. But this simple book, with these daily exercises, will instill courage and awaken the reader to their maximum potential. Why? Because this book gives the reader the formula to be brave and fearless, to allow for prosperity, abundance, happiness and health, in all areas of life.

It is a win-win-win for us all: for me/you, our clients, and our community. When we are courageous, we see more, we do more, we raise our self-esteem, we become fearless, committed and powerful. Everyone around us feels it, and it is infectious! I believe it is time we all step into our power, and The Courage to Change Everything is the guideline for today's world to be able to do it in a short amount of time, connecting to our brilliance, and all the while, being compassionate to ourselves and others.

Won't you join me in getting this message out in the world?

FORWARD BY STEVEN M.R. COVEY

I'll never forget listening to my father consistently repeat an expression of courage that, over time, became extremely meaningful and inspired me.

Courage is the quality of every quality at its highest-testing point.

He also would quote Winston Churchill:

Courage is the first of the human qualities because it is the quality which guarantees all the others.

So, when my friend Ken D Foster asked me to write the forward to this book on courage, I asked myself is this a book I can fully embrace? Will it help those who read it detect, discover and develop their courage? Will it increase self-trust and build confidence? Can it genuinely impact positive change within the readers themselves and the organizations in which they work? The answers came back a resounding yes!

We live in a world that is increasingly over-managed and under-led. The kind of leadership needed today not only requires us to understand how to lead from the head; it also requires us to lead from the heart as our starting place. Such leadership requires great courage. Indeed, the root of the word courage comes from the Latin word *cor*, which means *heart*.

So, courage was initially used to mean; "To speak one's mind by telling all one's heart." And this is where Ken's book starts—he wonderfully creates the conditions for each of us to focus on personal and professional courage and, in so doing, we begin to tap into the bottomless well of power and wisdom that lies within us. When we combine this courage with sound leadership strategies, we're then better prepared to conquer the most significant challenges and seize enormous opportunities in both business and life.

My life's work has been focused on one of the collaborators of courage; *trust*. In my books, *The Speed of Trust* and *Smart Trust*, I illustrate how trust is the one thing that changes everything and how extending trust is the defining skill that transforms managers into leaders.

Why? Because high-trust relationships and cultures not only create greater economic prosperity, they also develop higher levels of energy and joy. When trust goes up in relationships and within organizations, creativity flourishes, collaboration increases, communication flows easier, fulfillment grows, speed goes up and costs go down. And someone needs to go first. That's what leaders do, they go first. Indeed, the first job of a leader is to *inspire trust*; the second job is to *extend trust*.

As Ken points out, trust and courage go hand in hand. When there is high trust in a culture, people become more courageous. They become more open and authentic. They're not afraid to take appropriate risks—helping them become more creative and innovative. They exercise courage in talking straight, confronting reality and making and keeping commitments—all of which, in turn, reinforces the trust.

Similarly, it takes courage to trust another person. Indeed, to trust is to take a risk. But not to trust is also to take a risk. I find that in today's collaborative, interdependent world, not trusting is more often the greater risk.

Courage is required not only to extend trust to others but also to learn to trust ourselves. Self-trust is the foundation from which all other levels of trust emerge. For example, we'll have a hard time sustaining trust with others if we don't trust ourselves as that distrust of self will inevitably project out into our relationships. As Emerson put it, "Self-trust is the first secret of success...the essence of heroism self-trust, all the virtues are comprehended."

Ken makes a strong argument that through courage and trust we can better tap into our creative genius, which opens the doors to innovation. Innovation occurs when there is a collision of differences in an environment of trust.

When leaders create a culture of courage, trust and creativity starting with themselves and extending to their teams, they can achieve breakthrough results, higher productivity and increased prosperity.

This kind of creativity is a catalyst for getting sustained results. Indeed, today's challenges can be far better solved through creative collaboration than through unhealthy conflict. But for real collaboration to occur, we need courage and trust. It's just hard to collaborate with people you don't trust.

For Ken, there is no shortage of solutions—there is only a shortage of courage, trust and creativity. Organizations and leaders who establish a high-trust culture of courage and innovation can create a space for authentic entrepreneurial thinking, efficiently leveraging new ideas and developing an unprecedented level of collaboration. The net result is sustained superior performance.

Too many organizations have unwittingly separated people from their creative selves by inadvertently (or sometimes deliberately) fostering environments characterized by unhealthy competition, infighting, turf wars, politics and misaligned priorities.

These actions ultimately lead to low morale, turnover, disengagement, bureaucracy and toxic micromanagement. Such low-trust organizations fall short of their achieving targeted objectives time after time. But it doesn't have to be that way.

Nowhere is the need for courage more apparent than for entrepreneurs. Entrepreneurs at all levels have unique responsibilities, challenges and daily demands. The fast and agile companies of the future will be a direct reflection of how much trust and courage entrepreneurs have developed in their organizational cultures—and in their leadership.

In a low-courage, low-trust environment, most individuals are struggling and hurting inside because they instinctively know the benefits of high-courage, high-trust cultures—and they know what they're missing.

They intuitively understand that having the courage to live their highest values and being congruent with who they are, will increase their self-trust which, in turn, will help them build relationship, team and organizational trust. They can sense how their lives and relationships would be far more fulfilling if they could bridge the gap between low courage and low trust.

Finally, I also find that the best kind of courage has an exciting and often paradoxical companion—humility. The combination of humility and courage enables us to be open and openness is vital to trust. Indeed, to be open inspires credibility and trust; to be closed fosters suspicion and mistrust.

Humility enables us to acknowledge that there are principles out there we may not currently be aware of and courage allows us to follow them once we discover them. Throughout history, most paradigm shifts in science and life have been shifts from conventional thinking—shifts that require this simultaneous blend of humility and courage.

But none of this can happen if there is a lack of courage to explore greater trust. It takes courage to pave new ground and approach leaders with ideas that may be foreign to them. It takes courage to step out and speak up when old systems are not working.

It takes courage to look within yourself and notice what you are tolerating or where you have been playing small and not living your values or purpose. It takes trust to confront issues during turbulent times. Without courage, there will always be a diminishment of trust but with it, you can get real and see what is working—and what is not—and you can increase your influence and accelerate your success.

Gandhi gave us all a beautiful challenge: “Let us become the change we seek in this world.” To that, I add, “Let us model the courage we seek in our world.” I hope that this book will help us recognize, develop and exercise far greater courage and creativity in growing prosperity, energy and joy in all dimensions of life to the end that this world may be a better place for all of us.

INTRODUCTION

Fasten your seat belt and get ready for the ride of your life!

There is no one reading this book for the first time that has maximized their potential. However, I know at this very moment you can achieve extraordinary feats by harnessing the unlimited power of courage. I know this because I have used my courage to transform every part of my life and the lives of my clients. The results of applying daily courage have been nothing short of extraordinary. Why, because your history does not have to be, you're your destiny. You can tap into higher states of consciousness, rewrite the scripts you are running in your mind with truth and apply courage and faith consistently to unleash the hidden power of your Wisdom Self. Then, you will watch the gradual unfoldment of your Self-actualization.

The word "courage" derives from the French word "Coeur" and the Latin word "cor," meaning, "Heart." Therefore, the deeper meaning implies heartfulness, and so when I am speaking of courage, I'm talking of our heart's hunger or longing to be real, on purpose and connected to our true nature. I want to impress upon you that Courage is not merely an act of will; it is a robust presence that dwells within everyone. It is a powerful force, and when released it will foster a radical shift within your consciousness and support you in attaining higher levels of self-knowledge and self-worth while transcending any limitations in your life.

Even though we haven't met, I am sure we have a lot in common. Most likely, just like me, you have undergone trying times or tragedies and have overcome many difficult situations. Just like me, sometimes you forget just how far you've come. You are a work in progress, still growing and evolving. Like me, you forget from time to time that you are a magnificent, brilliant being, who has the power to shape your destiny. You forget that you have courage within you and instead convince yourself that you're timid or not enough, but that's not true! Right?

Many of you have had more than your share of challenges during this lifetime. You may have grown up in an abusive home. You may not have had the opportunities that other families provided. You or your family members may have had to deal with mental, emotional or physical problems. You may have grown up in a country that restricted your freedoms. You may have had business failures or lost family and friends to addiction. Some of you may have chronic issues that repeat themselves again and again. I have had my share of all the above, but I know, that all these challenges are there, not to crush you, but to empower and strengthen you. Each problem comes with a gift. When you find it, you will have more humility, compassion, wisdom, and strength.

So, let me ask you a few questions. Are you ready to increase your awareness, evolve yourself and do what it takes to bring out your courage? Will you commit to stepping outside of your comfort zone, even if just a little bit at first? Are you ready to allow yourself to live from your highest values, increasing your wisdom and bringing forth your unique gifts, talents, and brilliance in ever more significant ways? Will you do whatever it takes to become a master of your mind and heart and therefore of yourself?

If you said yes to these questions, then I know you are ready to become the driver of your destiny. How do I know that? Because, if you are willing to look at your inner environment more than at any outer condition, you can transform your life and have higher levels of peace, happiness, fulfillment, and abundance.

As so many wisdom-guided sages who have gone before us such as Jesus Christ, Krishna, Moses, Buddha, Laozi, Confucius, Muhamad, and Yogananda have inferred: we are infinite, conscious and blissful souls at our core. We have the power within us to move the mountains of challenges that face us. We can never be permanently confined to our failures, because our “Soul Consciousness” is ever calling us to expand ourselves, grow beyond our problems and realize our full potential.

You may be wondering, “what is the “Soul Consciousness” I am talking about”? In this respect, I am speaking of deep wisdom which is available to everyone which comes from the Superconscious states of mind or as I refer to it ‘The Wisdom-Self’. The Wisdom-Self is beyond the physical experience. It is not part of our traditional senses of taste, touch, smell, sight, and hearing. It is not part of our thinking, but the observer behind our thinking. The Wisdom-Self is our “intuition” or “gut feeling” or the “still small voice

It is essential to connect with and realize the Wisdom-Self because the awareness of the Wisdom-Self encompasses every possible thought or combination of ideas in the universe. It is the source of all power and where all answers are revealed. It is the door to increasing your frequency or resonance and aligning yourself with higher states of consciousness where everything is possible.

I want to talk a little bit about frequency. It is defined as the rate at which a vibration occurs that constitutes a wave, either in a material (as in sound waves), or in an electromagnetic field (as in radio waves and light), usually measured per second. Therefore, frequency is a rate at which things vibrate. Thoughts also have a vibration to them, although to date, scientists have not been able to measure the speed of thought or how thoughts impact the vibration of the electromagnetic field generated by human body which is referred as the frequency radiation of human body. Nor have scientists been able to determine how far negative or positive thought travels outside the human body. I wish to emphasize that the Scientific Community has just begun to tap into the unlimited realms of consciousness, so please keep an open mind as you explore new concepts contained in the book. By doing so, you will be able to release many of your programmed limitations which will result in greater understanding and more freedom.

If you have chronically tried and failed many times at having a successful business, relationship, losing weight, or any number of issues where you feel like failure has become chronic, one of the main reasons is that you have not been able to consistently align with higher thought frequency which you need to bring your dream into manifestation. When you are not able to hold a higher rate of frequency, you may distract yourself, give up or start something new. Sound familiar?

Think about it this way! Up to this point in time your health, lifestyle, habits, successes, and failures are mostly a result of your thinking. Right? Well, not really. It has been a function of

how receptive you have been to your Wisdom-Self. When you are in resonance with your Wisdom-Self, which is the seat of your intuition, you will raise your frequency, make consistently good choices and carry them out. This will lay the foundation for ongoing success.

The opposite is true also. If you consistently resonate with lower frequencies or limited thought, you are bound to recreate your circumstances repeatedly. As Albert Einstein once said; “We cannot solve our problems with the thinking we used to create them” So, your greatest thinking will most likely, keep you stuck, spinning around in circles.

So how do you tap into your Wisdom-Self, increase your frequency and make better choices? It is easy to talk about but takes practice to master. According to Spiritual Teacher Eckert Tolle; “The next step in human evolution is to transcend thought.” Think about this. Whom would you be if you didn’t think? The answer is you would be “You.” The “You” who is the observer of the thoughts.

We all have thoughts that pass by our mind, but we are not these thoughts. Thoughts exist separate from us. Thoughts are universal, not individual, we are all tapping into the same Universal thought field. The thought field wasn’t created by us; nor is it a part of us. So, why let incessant thoughts flow past your mind and then identify with them as “Yours”?

Do you think you need more help to solve your problems? Do you think you need more information to be happier? Do you need to research more on your computer, tablet or phone to be smarter? Do you need more intellectual understanding to make better choices? Do you need more social connections to be wealthier? No, you don’t need any of this; what you need is more wisdom!

However, how do you obtain wisdom and where do you get it? Primarily, there are three ways to gain Wisdom; "personal experience," "learning from others," or "tapping into your Wisdom-Self." All three methods work, but the last way supersedes the other two. So, let me give you a quick exercise to tap into the Wisdom-Self.

Stop what you are doing for a moment and take a slowly take in a deep breath. Hold your breath for a count of five, tense your muscles as you hold your breath. Now, exhale slowly and release your breath. Take another breath in and hold it while tensing all the muscles in your body again. Now double exhale quickly with a ha.... ha-ha. Do these six times! Now, close your eyes, gently raise your eyes to center space between your eyes or the “spiritual eye” and forget the breath. Notice the peace you feel. Peace is the first sign that you have tapped into the Wisdom-Self. Peace is also a sign that you have raised your frequency.

You will likely notice that as your thoughts subside, your breathing slows down. Breath and thinking are tied together. The slower your breath, the quieter your thoughts become. As you do this exercise, if a thought comes in, notice the thought, but don’t become attached to it. Just notice you have a thought. Remember “You” are the observer of the thoughts, not the thoughts themselves. Just let the thoughts flow by your mind.

I once heard a Minister describe it this way. Birds are like thoughts, when they are flying overhead, there is nothing you can do, but if a bird nests on your head, you can shoo them away. The same applies to your thoughts. If one starts to roost in your mind, you can choose to shoo it away. This is an excellent exercise to practice daily. At first, it may seem challenging to observe your thoughts but don’t give up. Eventually, you will master it.

INFUSE YOUR MIND WITH WISDOM

Years ago, I started searching for teachers who had accomplished great things and seemed to be geniuses. The ones I studied had one thing in common; they had developed their

intuition and were wise. As I read books or listened to audios from these teachers, I noticed that when I tuned into the wisdom they were teaching, my mind was transformed into a receptive state of consciousness. I felt higher and lighter. At different times I would experience states of love, peace joy, and bliss, I realized as I experienced these states, I would have insights into my problems. Many of these problems were not simple problems. Some I had been working on for years, but as I concentrated on even one facet of wisdom, there was a transforming effect on my thinking. As a result, everything started to improve in both my business and life. What I had discovered is that when I raised my consciousness and tuned into a higher frequency of thought everything started aligning for my highest and best self to emerge. As you will soon experience, as your consciousness is infused with courage and high-frequency wisdom your life will transform.

Think of it this way. Out of Spirit comes individual Souls. So, the Spirit is over the Soul or as I call it in the book "Wisdom-Self." Out of the Wisdom-Self comes individual minds and personalities. So, the Soul is over the Mind. The Mind, (conscious and subconscious) is over the Emotions. In other words, what you focus on you feel, and how you feel. The Emotions are over Actions. If you feel inspired, you will take inspired actions. If you don't feel motivated, you won't take action, right! The Actions you take are over your Results, and the Results are over your Destiny.

Therefore, if you want to change your destiny doesn't it make sense to generate your life from the consciousness of your Wisdom-Self? Of course, it does! Moreover, here is the secret! Training your mind for success starts with raising your frequency by dwelling on courageous and inspiring thoughts. You don't realize how powerful your thoughts work in the ether. Just one idea may change your destiny. However, you must get rid of all doubt if you are to succeed. Disbelief is your greatest enemy. So, be determined that nothing will stand in your way of connecting with your Wisdom-Self and reprogramming your mind for success.

TAP INTO YOUR GENIUS

In this book, I have decoded some of the most relevant and influential success philosophies, which resonate at extremely high levels of frequency, into daily actionable steps to help you bridge the gap from where you are to where you want to be. As you read and apply the principles in these pages, you are lifted into higher states of consciousness and accordingly this knowledge is etched into your subconscious mind for lasting success. Just like upgrading your computer software, you will be upgrading your thinking, increasing your wisdom and quickening the speed of your progress.

The mind is the source of infinite power when aligned with high-frequency thoughts and noble intentions. "For as he thinketh in his heart, so is he." (Proverbs 23:7. This wisdom is speaking about the principal factor working in all of creation, the power of the Wisdom-Self. The Wisdom-Self is continually guiding us with truth and understanding. When you can

consciously connect with this voice and focus on its wisdom, you will make good choices which impact what you become. It is this infinite life force that creates everything of value.

However, don't just take my word for it. Study the history of those who have tapped into the creative force. Learn from those who later in life led nations, like George Washington, Nelson

Mandela, Thomas Jefferson, Abraham Lincoln, Mahatma Gandhi and a host of others. Study the lives of those who have lead industry such as Steve Jobs, Elon Musk, or Andrew Carnegie. Learn how to tap into the unlimited power of the Wisdom-Self from people like Dr. George Washington Carver, Luther Burbank, or Martin Luther King. Study saints and sages such as Paramahansa Yogananda, Saint John of the Cross, Saint Theresa of Avila or Pope John XXIII or Saint Germain. Research the lives of musicians such as George Harrison of the Beatles who wrote his most celebrated music after learning to meditate. Alternatively, study other meditators who tap into the infinite source such as Madonna, Oprah, Wayne Dyer, or Eckert Tolle. Find out where the source of Albert Einstein's and Leonardo da Vinci's genius originated.

I will give you a hint. These people all have one thing in common. They have raised their frequency by tapping into the infinite power of the Wisdom-Self. Albert Einstein once said: "I want to know God's thoughts; the rest are details." The results of his life speak loudly to the fact that he obtained and maintained the connection with the deific mind. You can too, this is your time to change everything for the better. You don't have to advance your bad habits and limiting thinking into your future. You can choose to drop them. At any moment you could leave this planet and drop your mortal body suit. Those limitations would fall away instantly because they are not yours in the first place. So, don't admit them. Choose to leave your limiting ways of thinking and acting behind. Then build your new consciousness daily by committing here and now to set aside a few minutes a day to read and apply the principles outlined in this book. You will be amazed at how much you can do when you cast off your limitations and tune into your Wisdom-Self.

MEET YOUR CHALLENGES HEAD ON

Let me emphasize an important point. As you read the book, many of your beliefs may be challenged. You may get upset and want to set the teaching down. You may find yourself rationalizing why you don't have time for this or need to change.

If this happens, this is the time to redouble your efforts because you are on the verge of a breakthrough. By working through disempowering beliefs and connecting deeply with your Wisdom-Self, you will gradually emerge from self-created slavery. The more you cast off obstructive thoughts and self-doubt, the quicker you will progress and succeed.

Never doubt that there is a place inside you where your most significant dreams and knowing reside. Your dreams are unique to you and will empower you if you dare to pursue them.

Also, I can pretty much guarantee as you pursue your dreams it won't be an easy road, but every challenge will build power. Moreover, the more strength you develop, the more wisdom, courage, and confidence you will have. Soon you will become unstoppable. Remember, you will always be supported by unseen forces so, don't stop until you realize your most fabulous dreams because if you don't give up, you will be amazed at how great life can be.

HOW TO GET THE MOST OUT OF THE BOOK

This book will help you raise your frequency, increase your wisdom, power, and passion daily. Each morning read then guidance for the day. Then find a quiet place to sit and meditate on the thoughts contained within it. Strive to attune your mind to the deep meanings in the messages. Contemplate how to apply the knowledge in your own life.

Then tune into the feeling of courage and ask; “If I were courageous what would I do?” This simple question will help keep your frequency high and focused on meaningful actions.

During the day recall the thoughts from the daily guidance as often as you can. Try to find one line that you can hold onto during the day to inspire courageous actions. Without a doubt, without hesitation but with full resolve be determined to make the ideals work for you during the day.

At the bottom of the daily guidance are questions. Ask the questions repeatedly, until you realize how to apply them practically. Some of the questions are difficult to answer but don’t give up. If you keep asking, eventually you will receive the answers.

At night before retiring, mentally contemplate the thoughts that brought you courage and inspiration during the day. You may want to record these thoughts in a diary, so you will remember the beliefs that empower you.

Also, ask each evening: What worked for me today? What didn’t work for me today? Where can I improve tomorrow? By doing this, you will be setting a foundation to notice what needs to change or improve daily.

By dwelling on the wisdom contained within these pages and by striving to put what you learned into consistent daily practice, you will find your awareness expanding and your consciousness transforming.

Right thinking is the fountain of success. When you think right, you make the right choices. The right decisions will lead to the right actions, and right actions lead to outstanding results. Follow this formula for ongoing success and the unfoldment of your Self-Realization.

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SAMPLE OF THE DAILY GUIDENCE

DAY 1 FOUNDATION

"The bravest thing you can do when you are not brave is to profess courage and act accordingly." Corra Harrisⁱ

What is your life like? On a scale of one to ten, with one being dismal and ten being outstanding, rate the following areas. Health and Fitness, Business or Career, Finances, Relationship, Family, Spiritual Life, Fun Life. Are you living the life of your dreams in all these areas? If so, then great! Keep doing what you are doing. However, if you are not, then make a point to change course and take all these areas to a ten.

It all starts with noticing what you are projecting onto the world and not only how you show up in life physically but mentally, emotionally and spiritually. Stop right now and think about how you consistently show up.

Assess whether you are consistently projecting success or mediocrity; peace or chaos; health or illness; joy or sadness; love or anger; wealth or poverty? Remember all these states have a frequency to them. You are either attracting or repelling success.

You have greatness within you! Do you believe that? If so, then tune in, turn on your courage and bring it to the forefront of your mind. Start by tapping into all you were created to be, acknowledging where you need to change and then be obsessed with doing better. It is as simple and as hard as that.

TODAY ASK

- *"What is a personality trait I will change or improve upon?"*
- *"How can I remember to project my brilliance into the world?"*
- *"What are three steps I can take to expand my influence?"*

ACTIONS

- Let go of being hard on yourself. Bringing the greatness within you into the world indeed takes time. So, enjoy the journey and have lots of fun along the way.

DAY 27 OVERCOMING CHALLENGES

"Become aware of your magnificence and find the courage to express it." Ken D Foster

Have you ever done something for the wrong reasons and ended up feeling lost or let down? This happens to everyone when they are not aligned with their highest values. Living life focused on priorities, aligned with what you truly value is an amazing way to create consistent, profitable results.

Think about what you value for a moment. Maybe it is family, freedom, health, ease and grace, loyalty, gentleness, self-restraint, free time, simplicity, spiritual living, straightforwardness, wealth, truth or compassion.

Whatever your highest values are, choose one and then live life from that value for a week and see how much more alive you feel, how much more energy you have and how much more aligned with yourself you are.

TODAY ASK

- *"What value am I committed to actualizing?"*
- *"How can I live my highest values each day?"*
- *"How will my life get better and better by living my highest values?"*

ACTIONS

- Determine which value you will lead your life from this week. Maybe you highly value love, friendship, trust, compassion or service. Whatever you choose, allow this value to permeate everything you do.

DAY 50 INNER REFLECTIONS

***"To him, that waits all things reveal themselves, provided that he has the courage not to deny, in the darkness, what he has seen in the light."
Coventry Patmore"***

Business success requires not only the ability to know your strengths and weaknesses but to have the capacity to make honest assessments of current reality. Being honest about what is happening will give you the understanding of what adjustments need to be made.

It is easy to be caught up in delusional thinking unless you are vigilant about watching your thoughts and noticing your results. Results will nearly always tell you when you need to adjust your thinking.

Most businesses and people fail when they can't see what is most obvious. The reason this happens is because of rigid thinking stuck on the way things "should be" instead of how things "really are."

Many people judge people, places and circumstances not from a place of reality but from past experiences or stories they have heard. This gives a distorted view which can result in poor decisions.

Be secure in knowing that when you strive to see the truth in each situation, you will thrive and be a conqueror of illusions.

TODAY ASK

- *"Are there any areas in my life where I do not see reality clearly?"* If the answer is yes, ask:
- *"What do I get out of living in delusion?"*

- *“What changes in thinking will I make immediately?”*

These may not be easy questions to answer, so if you are having trouble answering them, ask a friend who has your best interest at heart. By being courageous, you will create more success in your business and life.

ACTIONS

- *Come up with three actions that will bring more courage into your life.*

DAY 80 RECIPES FOR WELL BEING

“I learned that courage was not the absence of fear but the triumph over it. The brave man is not he who does not feel afraid but he who conquers that fear.” Nelson Mandelaⁱⁱⁱ

Have you ever wondered; “What is the point of being successful if you are stressed out all the time?” So many people sacrifice their inner joy for outer striving. They strive for one desire after another only to find themselves miserably busy at the end of the journey.

It doesn't have to be this way even amid success. Although you cannot buy peace, you can cultivate it by quieting your mind with daily meditation, contemplation and introspection. Today, after meditation, resolve never to lose your inner peace. Keep a chamber of silence within you no matter what is happening.

Don't let moods, challenges, trials or battles defeat you. You are more powerful than any of your problems and you can remain peaceful no matter what happens. Keep in mind, what most upsets you the most is most likely the belief that you won't get what you want, or you will lose what you have.

TODAY ASK

- *“What is possible for an infinite creative being like myself?”*
- *“When I am at peace, how much more clearly do I think?”*
- *“How can I generate more peace today?”*

ACTIONS

- Challenge yourself to only focus on peaceful thoughts today.

DAY 141 INFINITE POWER UNVEILED

“We must have courage to bet on our ideas, to take the calculated risk and to act. Everyday living requires courage if life is to be effective and bring happiness.” Maxwell Maltz^{iv}

The worst thing that can happen in your life is not poverty, loneliness or ill health but lack of peace of mind and a sense of joy. Why limit yourself to a busy mind and chaotic life with no sense of fulfillment? This is no way to live, yet millions live this way.

Whatever your circumstances are, it is you who put yourself there. And since it is you who got you into your messes, it is also you who can change your destiny. But if you don't change your thinking, choices and actions, your life will be the way it is forever. That isn't good news for some!

There is a power that you can tap into right now and that power brings forth the greatness in you. It has been there since the beginning of time. All you need do is quiet your restless mind and focus on importance that resides in your thoughts.

Think about being great in all you do. Do the little things in front of you now with greatness. By doing so, you will strengthen your resolve and become more powerful.

TODAY ASK

- *"What are the three most important steps I can take to bring greatness to into everything I do?"*
- *"How can I become unstoppable in bringing greatness into my life right now?"*
- *"What can I do to remember to always tap into the force of greatness behind my will?"*

ACTIONS

- Take three action steps which will propel you to victory over your goals. Note: (Always check in to make sure what you are focusing on is right for you to have and when it is, use all the forces of your willpower to obtain your goal while continually keeping your mind on the greatness within).

DAY 149 REACHING NEW HEIGHTS

"It may take courage to embrace the possibilities of your own potential but once you've flown past the summit of your fears, nothing will seem impossible." Michael McKee^v

It is much easier to create success if you are not doing it alone. I run across many entrepreneurs who are trying very hard to create success in their businesses. They seem to have mastered doing many things simultaneously but most of these "masters" have one thing in common, they are struggling.

One of the fastest ways out of the struggle is finding a coach or mentor that has experience in doing what you are doing and is willing to help you figure things out. It is important to find a mentor who is committed to helping you find your own answers and not just giving you their answers. There is a big difference.

On the one hand you are empowered to go within and find your own path, on the other you are getting someone else's advice, which may or may not be right for you. Just because someone accomplished goals a certain way may not be the way for you to attain success.

Creation is a dance with many steps. My research with millionaires showed me there are multiple routes of attaining wealth. The commonality is in the thinking habits, not the means of achieving the goal.

You didn't come into the world to lose yourself but to find the greatness that is within you and to win victory over life. Don't let what has limited you in the past stop you now. There is nothing you are fated to become or do; you are the master of your life! Choose now to become the Master of your destiny.

TODAY ASK

- *"How will I find a great mentor that will help me succeed?"*
- *"If I were to stretch my limits, what questions can I ask that will blow the doors open to great success?"*
- *"How can I let go of struggle and bring in the boldness of effortless action and joyful accomplishment?"*

ACTIONS

- Make a list of what you need support in, then determine who your coach or mentor will be and make the call to ask for support.

DAY 214 LIGHT UP YOUR LIFE

"The opposite of a courageous person isn't necessarily a coward, but a person who has lost their way." Ken D Foster

Inspiration is the path that leads to greatness. It is indeed the wind beneath the wings of your success. Wouldn't you agree that when you are inspired – magic happens? You have more creativity, energy and success!

The opposite of inspiration is desperation; and desperate people sometimes do desperate things, which leads to hurting themselves and others. Remove the tar of desperation from your soul and sow the seeds of inspiration.

How do you do this? By tuning into what inspires the greatness in you to come forth? Maybe it's a book, a nature walk, time with your children, or travel to a beautiful place. Possibly it is a permanent attitude adjustment in which you look for what inspires you right where you are, each and every day.

Wherever you find inspiration, it will help you leave the stagnation of disempowering thoughts and expand the sunshine of your spirit.

TODAY ASK

- *"What inspires me the most?"*
- *"What can I do to inspire others today?"*
- *"What will get me out of bed with a smile?"*

ACTIONS

- Come up with three additional questions on your own that will inspire you to take your business and life to the next level.

DAY 274 SUPERSIZE SUCCESS

“Courageous are those who are not afraid to look past the material forms in their lives and connect to the formless infinite possibilities.” Ken D Foster

There is a guiding voice of truth within every person. This truth is unshakable and connects us to our very essence of self as the soul. When we tap into this conscious voice, we are connected to the wisdom that naturally guides our success.

The type of success I am talking about here is unending, bountiful success. This success is determined not so much by what is happening on the outside but by every poor habit that is overcome and every good habit that is formed through consistent effort on the inside.

Why would an infinite being have habits that disempower them? It would make no sense unless the infinite being was stuck in a story of "how things are" and has limited its choices. Things are how you have defined them, whether you are aware of this or not. If you define life as hard, it is hard for you. If you believe life as a struggle, it will be for you.

The more you can let go of the tribal beliefs you have come to admire and start connecting with your infinite spirit, the more you will realize your inner nature, be happier and much more successful.

TODAY ASK

- *“What poor habit will I overcome with commitment, ease and grace?”*
- *“What productive habit will I replace my poor habit with?”*
- *“What are two choices I can make today that will positively impact my life?”*

ACTIONS

- *Take two action steps to impact your life in a positive way.*

DAY 329 BECOME FEARLESS

“The disenfranchised thinker is filled with courageous acts none of which ever happened.” Ken D Foster

“Bad moments” happen to all of us but even if you are having an off-day, you can stop it from continuing and start it over at any time. How? By increasing your awareness of what is happening.

Most people don’t realize that life is an “inside job,” and what you are thinking and asking is determining how you are feeling and acting. In other words, the source of what is happening to you and your business is located right between your ears.

That is why this book is a powerful force to change. With right thinking, come right motives and right actions. The propelling force to make an impact.

Are you aware that thoughts are universal and not individual? If I had a hundred people in a room and asked them about the thoughts they think about when having a “bad day,” you may be astonished to know the thoughts are pretty much the same.

Thoughts have been floating around long before you came to be. So, if the thoughts you are tuning into are not yours, then why not choose thoughts that empower you.

If you want to change the effects of your thinking, you must first change what thoughts you are letting into your consciousness. The easiest way to do this is to become the observer of your thoughts and then ask powerful questions to redirect the mind.

TODAY ASK

- *“What can I focus on which will increase my courage?”*
- *“What are three actions I can take today to propel my success?”*
- *“What can I do to have an amazing day?”*

ACTIONS

- Think about increasing your courageous thoughts by asking; “If I were courageous what would I do now.” And then contemplate of how this will change your life for the better.

DAY 348 READY AIM PERSIST

“Freedom lies in taking daily courageous acts as you face your fears with growing wisdom.” Anonymous

Efficiency that leads to success is developed through concentrated effort. Within you is power, the universal creative principle, for facing every challenge. It is not just in some of us but in everyone. You have the power to create the business and life of your dreams.

But, if you use your creative power to move from one project to the next without completion, you will suffer because without completion you will not reap the rewards of success. I have seen many people get caught up in creating for the sake of creating.

In other words, instead of focusing on one project, they spread their efforts on many projects. They don't complete most of what they start and eventually lose confidence and self-esteem. This is not the way to create success.

If you have this pattern, then choose to change it right here and now. Make a list of all your projects, prioritize, and concentrate on one project until you complete it. If this doesn't work, then increase your daily meditation until you learn to focus adequately.

TODAY ASK

- *“Why is it important for me to complete what I start?”*
- *“With my indomitable willpower, what can I complete today?”*
- *“How much time will I set aside daily to complete my projects?”*

ACTIONS

- *Determine the most important project to complete this month.*

REVIEWS AND ENDORSEMENTS

"The Courage to Change Everything is an inspired piece of work. It will guide you on what may be the most important journey of your life. The inner journey to connect with your courage and design your destiny. It will awaken your spirit and inspire you to overcome the challenges facing you. If you are looking to advance your thinking and evolve your life, get this book."

Lisa Nichols
Founder and CEO of Motivating the Masses, Inc.
New York Times Best-Selling Author

"The Courage to Change Everything is not just for business leaders and entrepreneurs but for every individual who is choosing to grow their life. This book will help anyone stay highly motivated, living their dreams and generating wealth in all areas of life." I encourage you to pick up this book and start living your potential."

John Assaraf
New York Times Best-Selling Author
Chairman & CEO NeuroGym

"The Courage to Change Everything is filled with time-honored wisdom along with easy to implement daily strategies for authentic success. This book offers a journey into excellence, showing you how to live in courageous and magical ways."

Marci Shimoff
New York Times Best-Selling Author
Happy for No Reason and *Chicken Soup for the Woman's Soul*

"Ken D Foster's book bridges the gap between fear and fearless living. He shows you how to tap into your inner wisdom, increase courage, build on it and bring it into every aspect of your business and life. He provides a roadmap for accelerating success by helping you tap into your Soulful-self to find the courage to change what you thought was impossible to break.

Bill Bartmann
Best-Selling Author
Noble Peace Prize Nominee
CEO of CFS2

Ken gives *courage* a whole new meaning in this beautiful book as he sincerely shares thoughts about his life and learnings. His determination to be in a high state of consciousness every day inspires us, and his profound reflections give us insights and encouragement to apply his findings to our own lives. *The Courage to Change Everything* is a compelling read that will make a difference in your life.

Bobbie DePorter, Author
President - Quantum Learning Network / SuperCamp
Excellence in Teaching / *The Quantum Learning System*

"The Courage to Change Everything will guide you on what may be the most important journey of your life. The inner journey to find out who you are, what you want your business and life to be about and what is possible for you. In fact, this book will enable you to build a foundation to effectively improve any area you focus on."

Denise Muller-Korenek
Paced Bicycle Land Speed Record Holder 183.9 MPH

"What life wouldn't be better by studying the daily courage reminders in Ken D Foster's excellent new book *The Courage to Change Everything*? Courage is a quality we ALL need in today's changing world and Ken reminds you every day how to achieve it."

Robert Allen
#1 New York Times Best-Selling Author
Creating Wealth
Nothing Down
Multiple Streams of Income
The One Minute Millionaire

"The Courage to Change Everything can be life-changing if you apply the principles daily. It will help you find out what you are made of, what you want your business and life to be about and what is possible when you live a life of courage. This book shows you how courage makes the invisible - visible, the unknown - known and the impossible - possible."

Helice "Sparky" Bridges, Author,
Founder of Ignite What is Right
Empowered 40 million people so far!

"Talk about a life changing read, Ken's book is rooted in wisdom, inspiration and powerful guidance that speaks to the heart of the problems facing most of us in our business and life. This really isn't a traditional book that you read cover to cover, it delivers bite size pieces that are easy to understand and implement daily. This book is a must-read."

John Howard
Olympic Cyclist, National World Cycling Champion
and Ironman Triathlon World Champion

"True success doesn't come at the expense of yourself or others. It's the result of aligning with your highest values and implementing strategies that are for the highest good of all. Ken D Foster has beautifully aligned head and heart with daily words of wisdom that we all can use. If you apply the principals in this book, true success is guaranteed."

Cynthia Kersey, Best-Selling Author of *Unstoppable*,
CEO, Unstoppable Foundation

Ken D Foster's new book, *The Courage to Change Everything*, will take you on a journey of awareness, action and change that will make you a better version of yourself. It's for anyone that wants more wealth, happiness and prosperity in their business and life. He will teach you how to achieve extraordinary feats by harnessing the power of courage. I recommend that you read his book and work your way through the many practical suggestions that he provides. You'll see incredible changes in your life.

David Riklan
Founder – SelfGrowth.com
Over 100 Million Visitors Since 1995

"The currency of courage is an essential tool for individuals and organizations who are looking to create quantum success in today's highly evolving and changing business environments. Ken D Foster has given readers a roadmap to increase courage in business and everyday life and therefore become more authentic, creative and prosperous. Anyone who reads and incorporates these principals in their organization will have major positive changes now and in the future."

Christy Whitman
New York Times Best-Selling Author of *The Art of Having It All*

Ken D Foster shows us how unleashing courageous thinking is the way to have a highly successful business and life. This solution-oriented book is an enlightening read for anyone who is ready to create new patterns of behavior, increase performance and cement the benefits of courage, trust and creativity into their life. If you are prepared for a new paradigm, then read this book. It is brilliant!"

Mark Robert Waldman
Executive MBA Faculty, College of Business
Loyola Marymount University
Author of 14 Books

"Courage is a critical competency for all who are looking to stay competitive in these highly evolving and changing business environments. Ken D Foster provides a clear roadmap to access this along with the necessary confidence to live a more authentic, creative and fulfilling life. It's time. It's your time and here's how."

Marcia Wieder
CEO of Dream University
Best-Selling Author of *DREAM*

"This is the book whose time has come. It speaks to the heart of problems facing many and delivers the path to sustainable solutions. This isn't a book you have to read cover to cover. It delivers bits size pieces that are easy to understand and implement. I recommend this book."

Petty McColl
New Your Times Best-Selling Author

ENDORSEMENT FROM SENATOR STEVEN THAYN - IDAHO

The Courage to Change Everything is aimed at helping people transform their thinking and lives through using the energy and power of courage. It has universal applicability. It can help someone in poverty, a housewife, a worker, an entrepreneur, a youth, a senior and, yes, even politicians.

Ken D Foster artfully charts the path to discovering this courage. He shows how to listen to "the voice of the Wisdom-Self," connect with your intuition and use reason, compassion and feeling to create amazing relationships and solve intractable problems.

Ken teaches that our suffering is often a call back to the path of our destiny from which we have strayed. This is an amazing thought. I have read scores of books trying to find clues to what makes the fabric of an ideal society. One of the keys is that each person has a unique role and contribution which must be cultivated and encouraged. Ken points out that many times we have to feel the pain to make the change needed to understand our gifts, talents and roles we must play for lifelong success.

This book is a must-read for anyone who desires to reach their full potential, improve themselves, improve their relationships and eventually improve the world. Have the courage to listen to the voice within you. Ken shows you how.

Steven
State Senator Idaho

Thayn

MEET KEN D FOSTER



Ken D. Foster is a Philosopher, Visionary, Author, and Syndicated Radio Show Host who delivers high energy messages that empower audiences to live courageously, tune into their brilliance, and maximize potential.

For twenty-three years, Ken has Coached and Mentored CEO's, Entrepreneurs, Executives and Senior Professionals to take the courageous path, expand their limitations, and free their spirit to bring in harmony, happiness and bottom-line results to their businesses and lives. He specializes in inspiring learners and leaders to live up to their highest potential, and he does this exceptionally well.

Why Ken D. Foster

Ken has developed science-based, highly practical solutions for stimulating human potential, personal balance, organizational productivity, time management, and authentic communication but he didn't start out this way. First, he had some growing to do! Ken's personal story serves as the foundation for his courageous message; starting as a gas station attendant and fighting his way out of a dysfunctional childhood with multiple failures; then rising to start and run a 200-million-dollar a year securities business. At the top of his career, he falls from grace into "the dark night of the soul" and then finds grace, wisdom, and courage to discover his gifts, strengths and driving passion which transforms him into a servant leader with great success, happiness and fulfilled in business and life.

Currently, Ken is a triathlete who was on Team USA in 2017 and competed in the ITU World Triathlon Championship in Penticton, BC, placing in the top ten in the world in Aqua Bike. He is a sought-after keynote speaker who has spoken at hundreds of live events, been on over 500 Teleseminars and Webinars. He is the Producer and Host of the syndicated radio show "Voices of Courage" broadcast on TV, Terrestrial Radio, Internet Radio and Podcast On 102 Stations in 27 Countries

In 1997 Ken founded the first Chapter of the International Coach Federation in San Diego which eventually became known as the San Diego Professional Coach Alliance. Later that year he established Premier Coaching a Life and Business Coaching Organization. In 1999 Ken co-founded Shared Vision Network a worldwide networking organization with his wife, Judy Ann Foster. In 2016 he founded The Stars of Courage a 501c3 nonprofit that brings Life Coaches to those who are living in poverty.



He's shared the stage with many of America's top transformational leaders including Steven MR Covey, Jay Abraham, Loral Langemeier, Les Brown, Debbie Ford, Jill Bolt Taylor, Robert Allen, Sharon Lechter, Mark Victor Hansen, Cynthia Kersey, Bob Proctor, Jack Canfield, T Harv Ecker, Marci Shimoff, John Assaraf, and Lisa Sasovich to name a few.

The mission of Ken D. Foster

My passion is to empower entrepreneurs to realize their highest potential. To overcome weakness by mastering their minds, living their values and transforming their lives through truth, love, and courage.

More about Ken D. Foster

He has empowered leaders and impacted entrepreneurs in organizations across the country including the State Senate of Idaho, Coldwell Banker, Bank of America, Cisco, Anthony Robbins Co., Goodwill Industries, Nordstrom, Remax, Century 21, Amazon Herb Company, Smith Barney, and The House of Blues, to name a few.

He is a published best-selling author. His books include: *Ask and You Will Succeed*, 1001 Extraordinary Questions to Create Life-Changing Results, Volumes 1 and 2; *The Time Factor*, 24 Powerful Tips to Gain More Time in Your Day; *The Energetic Clearing Technique*, Clear Your Past and Recreate Your Destiny, *The Ez of Business Success*, The Entrepreneurs Guide of Five Business Essentials, Volumes 1 and 2; and *The Courage to Change Everything*, Strategies and Wisdom to Transform Your Life One Day at a Time.

Ken has been featured in several books and published numerous articles in professional journals, magazines and blogs on topics covering; "The Inner Game of Business and Life," "Personal Effectiveness," "Relationship Management," "Leadership," "Building a Legacy," and many more. Ken's refined style and impactful message consistently earn rave reviews.

He lives in Southern California with his wife of 20 years Judy Ann Foster. Together they have three daughters and twelve grandchildren. Ken loves participating in triathlons, snow skiing, hiking, eating vegan, yoga, meditation, studying the scriptures, and continually learning. He conducts personal consultations with clients throughout the United States, Canada, Europe, Asia, and Australia.



MARKETING PLAN

Through a stellar marketing team and MASTER strategy, Ken D Foster's *The Courage to Change Everything* is primed to be a national best-seller through a targeted approach using his Nationally Syndicated Radio Show, *Voices of Courage*, Social Media Campaigns, Click Exchange Campaigns, Pay per Click Campaigns, Blogs, Live Speaking Engagements, Webinars and Book Touring. The focus will be executives, entrepreneurs, small businesses and individuals seeking greater success in business and in their life.

MASTER

- **Media**
- **Advertising**
- **Social Media**
- **Targeted Content, Articles & Blogs**
- **Events and Speaking Engagements**
- **Reviews & Endorsements**

1.1 MARKETING TEAMS

M = MEDIA

8 DEGREES PR: KRISTI ROEHM

Ken is working with the Founder and CEO of 8 DEGREES PR, Kristi Roehm.

Kristi leads a sports, lifestyle and entertainment PR firm specialized in creating integrated marketing campaigns for professional athletes, personalities and brands who want to make a difference in the world. With close to 20 years of experience, Roehm has held roles with the NBA's Portland Trail Blazers, Life Sports Management, Corporate America and PR agencies.

In the past several years, she has secured national coverage for celebrity and brand clients in *PEOPLE*, *US Weekly*, *Sports Illustrated*, *O*, *The Oprah Magazine*, *Good Housekeeping*, *New York Times*, *USA Today* and multiple segments on *Oprah*, *ESPN*, *Good Morning America*, *CBS This Morning*, *Today*, *Fox Business*, *CNN* among others. She is a member of the Steering Committee for the Sports PR Summit, Women in Sports and Events (WISE) and supports a number of non-profit organizations.

8 DEGREES PR will play an integral role in creating the public relations strategy for media relations and integration opportunities with leading mainstream lifestyle media properties, such as *O*, *The Oprah Magazine*. 8 DEGREES will maximize efforts through crafting a media blitz around Ken as a thought leader through various storytelling opportunities around the release of the book along with the launch of the Courage Awards and the collective online movement. She has conducted several successful media tours with best-selling

author/actress Valerie Bettinelli, securing coverage in *Good Morning America*, *Oprah*, *Ladies Home Journal*, *PEOPLE* among many others.

A = ADVERTISING + S = SOCIAL MEDIA

RIGHT SOURCE DIGITAL MARKETING

Ken is teaming with the Co-Founder of Right Source Digital Marketing, Christopher Dilts.

Christopher is a successful entrepreneur & innovator in the field of computer technology and online training. His technology career began when he was recruited from computer science school for TRW's Space Systems Division.

Christopher founded and lead three software companies, from startup to successful business ventures that were acquired or licensed by leading companies. He created a series of successful software products and online learning systems, which were acquired or licensed by leading companies. He has produced sophisticated e-Learning and online leadership development systems used by clients including Harvard University, American Express, and U.S. Government. He planned and led over 200 executive seminars co-sponsored by IBM, Unisys and AT&T.

Clients include IBM, TRW, Unisys, Kimberly-Clark, Johnson & Johnson, Eastman Kodak, Eli Lilly & Company, Johns Hopkins, Harvard University, American Express, U.S. Treasury Department.

The company will position Ken for maximum exposure. The team will create a comprehensive plan to "get the word out", create buzz, measure the campaign reach, make adjustments based on the findings. And repeat what works and gets the desired results. The company will ensure that the message will reach our highly targeted audience to increase engagement and drive book sales.

The company will use a multi-media approach to market across multiple channels such as - Social Media Content Based Marketing, Landing Pages, Email Marketing, Search Engine Optimization, Analytics and Strategic Planning, Marketing Automation Systems, Customer Relationship Management, Branding, Design and Packaging, Product Development and Positioning and possibly a Crowdfunding campaign.

The company will ensure that every aspect of marketing is aimed directly at our target market. Our campaign will have a customized branding which will reflect our unique selling proposition as a Thought Leader to leave a lasting legacy behind.

T = TARGETED CONTENT

Launch Moxie - Christopher Van Buren, President

Ken has retained Launch Moxie to launch his affiliate programs and Joint Venture Strategies. Launch Moxie's specialty is partner development and Joint Venture marketing campaigns for information products (books, courses, online programs) in the body-mind-spirit and crossover markets. We have strategic partner development strategies and we run an affiliate network of over 4,000 JV partners in the Personal and Business Development industry.

We implement unique and creative campaign models for maximum opens, opt-ins and conversions that fill the funnel with quality traffic from our Joint Venture partner base and lead-generation traffic channels.

Launch Moxie developed the partner marketing strategies and systems for Gaia TV, Panache Desai, LLC; Dr. Sara Gottfried; The Aware Show; Tapping - The Source; Waterfront Digital Press and many others in the personal development and related industries.

Christopher VanBuren, the Founder and CEO helps companies with Joint Venture & Affiliate marketing and promotions along with consulting on sales funnels. He founded Launch Moxie and Van Haren Publishing to help entrepreneurs, coaches, trainers and authors get better ROI from their marketing investments.

Chris Van Buren's background is in Online Advertising, Affiliate Network Building, and Campaign Management. Prior to founding these companies, Chris helped build and run an advertising network in the health & wellness niche, then was a senior partner in a boutique ad agency, specializing in CPA offers.

Here's is what we will be doing for The Courage to Change Everything:

- Brand and package content to educate users, build trust, and drive sales.
- Leverage data, mailing lists, and Joint Venture partnerships.
- Engage users through compelling imagery, creative messaging and unique online experiences.
- Work a product's positioning until it's bulletproof and practically guarantees a win.
- Extend revenue models and monetization strategies for additional revenue.
- Optimize, change, reinvent, scale, and never give up.

I have published over 15 books and numerous articles in many languages and helped many authors and specialists publish and market their work. I have helped take several books to bestseller status.

E = EVENTS + SPEAKING ENGAGEMENTS AND M = MEDIA

Conscious Media Relations – Jackie Lapin President

Ken has retained Conscious Media Relations to support his PR Campaigns. They are especially known for pairing authors, speakers and coaches with more than 5000+ radio hosts who seek interviews with leaders in the personal development industry.

Conscious Media Relations has the nation's most comprehensive media lists covering the personal growth, mind/body/spirit sector. We bridge the gap between transformational personal growth sectors and the mainstream media.

Jackie Lapin will book Ken D Foster on 60+ Radio Shows. She will also:

- Evaluate the most efficient way to deliver the Ken's message to the widest audience.
- Write compelling pitch letters & press materials defining and positioning the author.
- Develop speaking one-sheets, target specific engagements and pursue them aggressively.
- Provide full transparency for publicity efforts by tracking activities on shared documents.

R = REVIEWS + ENDORSEMENTS (See Page 22)

MARKETING AND SALES Goals

- Sales Goal Months 1 thru 4: 30,000 copies
- Sales Goal 1 years: 100,000 copies
- Sales Goal 5 years: 1,000,000. copies

PR Goal

- 30 interviews per month for the first 2 months in the top 50 markets, then 10 a month with International, National and Local Radio, TV, and Podcast with National and Local TV.

Best Sellers lists:

- *Weekly Wall Street Journal* Business Bestsellers list
- *Weekly USA Today* General Bestsellers list
- *Weekly USA Today Money* Bestsellers list
- *Weekly New York Times* How To/Advise list
- *Monthly Business Week* Bestsellers list
- *Monthly New York Times* Business Bestsellers list

Team Members

- Author: Ken D Foster
- Agent: Bill Gladstone
- Project Manager: Rob Spence
- Publisher: TBD
- Marketing Director: Christopher Van Buren
- Radio/TV Media Tour: Jackie Lapin
- Internet Marketing: Christopher Van Buren
- Social Media Marketing: Lauren Allesandrine
- Blog, Newsletter Marketing: Rachael McKinney
- Attorney: Robert Steinberger
- Media Coach: Susy Lopez
- Media Relations: Rob Spence
- Web Master: Debra Auger
- Affiliate Manager: Christopher Van Buren
- Executive Assistant: Carrie Roche

BRAND EXPENTION 2.0

A. *The Courage to Change Everything* is not just a book - it is a business. Once *The Courage to Change Everything* has been released, Ken D Foster will build a brand with related products and services for specific markets based on demand, similar to his existing line of successful, inspirational products (as listed below). Each related product or service will be branded with the same branding image as the book to create brand awareness, loyalty and a dedicated following.

B. Ken D Foster's marketing teams will be setting up several webinars, and tele-seminars to launch with the book. A local book launching event at a venue in the San Diego Area, is planned, plus a 12-week book tour combined with a radio and online media tour.

C. Ken D Foster's "Voices of Courage" Syndicated Radio – Podcast – TV show will be promoting the book weekly for the first year on its 102 Stations Across the Nation and Internationally in 27 Countries.

D. Currently Ken has recorded 25 of some of the most courageous people of our time. These interviews will be given away when someone buys the Book, or the App.

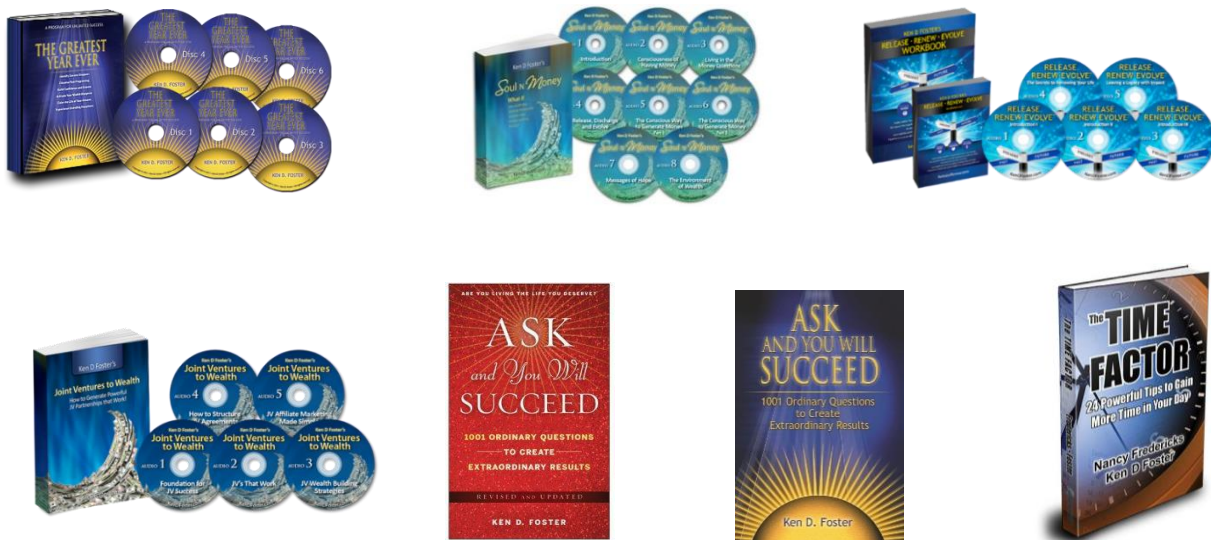
E. Ken has developed a social media movement called "40 Million Acts of Courage" We are challenging readers and followers to around the world to share their courageous acts via the social media community. When they share an act, we will give them a portion of the book *The Courage to Change Everything*, the complete book titled "The Code of Courage", along with other benefits to inspire them to post courageous acts.

F. The "National Courage Awards" an annual event that focuses on awarding entrepreneurs and individuals in communities across the United States who have courageously brought new services or products to market that primarily benefit those who fall under the Federal guidelines for poverty. The first event will kick off in September 2016. Proceeds will benefit the STARS of Courage Foundation, a non-profit organization. All ticket holders will receive a *The Courage to Change Everything* book

G. The Stars of Courage Foundation, a nonprofit organization dedicated to coaching and training those under the federal guidelines for poverty will use *The Courage to Change Everything* in it Curriculum. Each participant will be buy or be given a book. This will assure ongoing book sales for years to come.

H. Ken will develop products and programs to support the book sales.

SOME EXAMPLES OF CURRENT PRODUCTS AND PROGRAMS



TARGET MARKET

Although this book will be beneficial to all of society, the target markets for *The Courage to Change Everything* are entrepreneurs, small business owners, solopreneurs, corporate executives, managers, workers, and professionals who want to increase the speed of their success while living a balanced life. These are individuals and companies who need a boost of courage, want to expand their creativity, connect soulfully in the workplace, create new possibilities, feel empowered to make better choices, and are inspired to achieve their personal and professional life goals.

CURRENT MARKET POSTURE

Mr. Foster is an enthusiastic, proactive marketer who will leverage his network of thousands of connections to market and promote *The Courage to Change Everything*. During his 24 years in business, Ken D Foster has established strong relationships with many companies, other best-selling authors, entrepreneurs, affiliates, and public figures who have expressed a deep interest in promoting his books to their customer bases and several have done so successfully with his previous books.

Ken D Foster is the founder of Premier Coaching, a coaching and training company. He currently has over 140,000 followers via social media channels in Twitter, Facebook and LinkedIn, in which to actively market and promote this book. In addition, he has 21,000 subscribers to his blog and 1,000 Affiliate Partners. Many of these affiliates will enthusiastically support the promotion of this book.

ANTICIPATED MARKET

Mr. Foster has identified the following markets as ideal outlets for *The Courage to Change Everything*: Businesses and Entrepreneurs; Personal Development and Self-Help; Corporations; Trade Associations; Professional Associations; Women's Organizations; Lifestyle Magazines & Radio Shows; Military Transition; Sales Organizations including Network Marketers and Direct Sales Companies; Seminar Companies; Colleges and Universities; U.S Military, Welfare-to-Work and Other Government Agencies and Programs; and Educator Groups and School Business Officials. All marketing materials will be customized for these individual markets.

BRAND IDENTITY AND IMAGE

In today's competitive marketplace, it is essential to position your business and your brand uniqueness in such a way that it gets noticed, recognized, and remembered. Ken D Foster is a master at positioning his business, services, and books in front of the target markets that will embrace, respond, and purchase the resources he provides through his recent book *The Courage to Change Everything*.

Ken D Foster has coached, mentored, trained, and supported thousands of entrepreneurs, coaches, speakers, and professionals. They came to him seeking change in order to achieve breakthrough results in their businesses and lives, yet needed the courage, guidance, and know-how to achieve it.

As a master strategist and business coach, and an amazing track record for getting proven results, Ken has earned the loyalty of his fan base and attracted some of the country's top internet marketers including: Lisa Sasovich, Marci Shimoff, Peggy McColl, Chris Van Buren, Launch Moxie, John Assaraf, Neuro Gym, Declan Dunn, and Dunn Direct Media, Arielle Ford, Alex Mendossian, Steve Olsher, Ted McGrath, Joe Vitale and many more.

The Courage to Change Everything will be positioned to appeal to entrepreneurs and corporate employees who need to develop courage in order to make the changes they desire to experience the success they deserve, and the fulfillment they have dreamed of professionally and personally. This book is an easy to use guideline that will train them to develop the habit of courage daily, and to take the actions that will enable them to transform their lives, matching their dreams, vision and desires.

The benefits of *The Courage to Change Everything* brand identity include:

- Recognition of the company's expertise in the area of personal development products.
- A loyal consumer base that eagerly awaits the next product or service.
- Brand name recognition in the field of entrepreneur and business development resources, as well as personal-growth, where the consumer has become more aware of our presence. If consumers don't buy the first or second time, they will eventually buy due to the constant exposure of our ongoing marketing efforts.
- We will leverage joint ventures and affiliate marketing from colleagues to promote *The Courage to Change Everything* brand to grow at an exponential rate.
- We will create packages, special promotions, and affiliate opportunities to cross promote *The Courage to Change Everything* through multiple marketing channels.
- Through specialization we will create trust and customer loyalty for the brand and cultivate multi-media promotions.

RADIO AND TELEVISION

Ken D Foster will participate in all radio promotional activity arranged by the publisher. He will also coordinate additional radio and television appearances through his own marketing team resources (as listed in the Marketing Team section). He will leverage his marketing team to create pitch sheets to deliver to television producers, guest bookers, and interviewers for maximum appearances and increased bookstore sales. Once a guest, Ken D Foster will set his intention specifically to drive bookstore sales while on-air by mentioning local retail outlets from up-to date lists received from the publisher and his marketing teams.

PROMOTIONAL EVENTS & MEDIA ATTENTION

In conjunction with the publisher's official book launch, book signings, and other promotional events, Ken D Foster will actively seek out and schedule workshops and keynote speaking opportunities through his network of over 300,000 friends, fans, and followers across all marketing media platforms.

EDITORIAL CONTENT

Ken D Foster will be positioned as the foremost expert on empowering entrepreneurs to live their lives from the foundation of courage, in order to realize their dreams of success in business and life.

Mr. Foster will work with freelance writers to generate query letters and submit articles to National Magazines, Internet e-zines, and local Newspapers, in the areas of interest to the publisher. The end of each article will direct readers to the website, a toll-free ordering phone number, and local and nationwide bookstores.

SPECIAL PROMOTIONS

CHARITY FUNDRAISERS AND SPONSORSHIPS

As an experienced fundraiser, the author has raised thousands of dollars for charities by hosting and gathering nationally recognized authors, speakers, and trainers to appear at fund-raising events. He will leverage his charity affiliations to schedule speaking opportunities and book promotion exposure.

BOOK SIGNINGS

The author is prepared to embark on an extensive media tour to be arranged by the publisher. Whenever possible, Ken D Foster will arrange for success icons and/or celebrities to appear with the author on his tours. In addition to the book signings and media events scheduled by the publisher, Ken D Foster will arrange his own off-schedule book signings and media events at non-traditional locations. Local bookstores will be encouraged to sell books at speaking engagements or conferences whenever possible, as a way to boost bookstore sales.

WEBSITE

The website will become an extension of *The Courage to Change Everything*, along with his other published books, providing a resource center with links, free newsletters, articles, and e-books on Personal and Business Development. It will provide locations of the nearest booksellers for consumers and buy buttons directly on the website. Ken D Foster will incorporate several database-building techniques such as pop-up windows, opt-in newsletter registrations, and special giveaway promotions. A special members-only section will be included to promote additional support, a sense of community, and bonus materials.

DIRECT MAIL

Direct Mail will be used primarily to promote volume purchasing of *The Courage to Change Everything* books. A direct mail package will be sent to decision makers of trade associations, conferences, and corporations with the incentive to purchase a minimum number of books in exchange for mini-trainings. Postcard direct marketing may also be used to promote book sales of *The Courage to Change Everything* to specific target markets. Direct mail efforts will be utilized to open new markets and generate new leads.

SPEAKING ENGAGEMENTS AND BACK OF ROOM MARKETING

With the support of his marketing teams, Ken D Foster will arrange speaking tours nationwide to coincide with book signings and sales. During the speaking engagements, the author will implement several back-of-room marketing techniques to capture contact information, email addresses, and names of potential book buyers. The author will also sell packages that include *The Courage to Change Everything* to sell directly to consumers. Ken D Foster will also seek to further his relationship with each speaking engagement client to promote future on-going sales opportunities for *The Courage to Change Everything*.

LIVE SEMINARS, ANNUAL CONFERENCES AND TELE-SEMINARS

In addition to a promotional speaking tour, the author will host his own live seminars to promote the *The Courage to Change Everything* brand and book. Through his coaching business, networking organization, and affiliate partnerships, Ken D Foster will promote *The Courage to Change Everything* through tele-seminars, webinars, seminars, workshops, and speaking opportunities.

INTERNET MARKETING

Ken's marketing teams will use marketing automation systems to develop aggressive email, social media, and internet marketing campaigns. This will increase his exposure and expand his market reach, growing his client and contact lists of prospective book buyers.

To expand his reach and exposure to national and international markets, the author will also invest in targeted online advertising via social media and internet based ad campaigns such as Google AdWords, Facebook ads, LinkedIn ads, and affiliate marketing through online marketplaces like

AFFILIATE MARKETING

Ken D Foster is a Joint Venture Specialist with over 2,500 affiliate partnerships that have expressed an interest in marketing and selling his next book *The Courage to Change Everything* through internet marketing campaigns.



KEN D FOSTER

ⁱ Corra Mae Harris, was an American writer and journalist.

ⁱⁱ Coventry Kersey Dighton Patmore was an English poet and critic best known for The Angel in the House, his narrative poem about an ideally happy marriage.

ⁱⁱⁱ Nelson Rolihlahla Mandela was a South African anti-apartheid revolutionary, politician and philanthropist who served as President of South Africa.

^{iv} Maxwell Maltz was an _____ and author of _____ (1960), which was a system of ideas that he claimed could improve one's self-image.

^v Michael McKee is a radio host and the economics editor for Bloomberg Television, covering market and political developments, economic trends and central banks in the United States and around the globe.