

Book Proposal for

The

NOTICER

A STORY *of* AMAZING PERSPECTIVE
about LIFE'S GREATEST CHALLENGES

ANDY ANDREWS

NEW YORK TIMES BESTSELLING AUTHOR

The Work

Premise

A young man named Andy is at a crossroads. No job, no prospects, and living under a pier, he is angry, lost, and badly in need of guidance. But one day he runs into Jones—an old man who has a gift: He notices things. “I am a noticer,” Jones says. “It is my gift.

While others may be able to sing well or run fast, I notice things that other people overlook. And you know, most of them are in plain sight . . . I notice things about situations and people that produce perspective. That’s what most folks lack—perspective. A broader view.”

By offering some perspective on his own life, Andy and the people around him are changed for the better.

Like the bestselling books by Og Mandino, this unique narrative is a blend of fiction, allegory, and inspiration, with just a touch of self-help. Gifted storyteller Andy Andrews helps us see how becoming a “noticer” can change a person’s life forever.

Unique Selling Proposition

Consumers who read *The Noticer* will be:

- Educated with simple, yet powerful distinctions about love, relationships, value, and integrity
- Inspired to make major life changes
- Transformed by new perspectives—new, lucid ways of viewing the world around us
- Better equipped to tackle the problems they are presented with

The Noticer provides the reader with:

- A better understanding of life-challenges and proper perspectives for tackling them
- Practical yet powerful methods of motivation, encouragement and resolve for those who have been dealt “the bad hand”
- A fresh and insightful perspective on how to change their view of the world, find strength, and move beyond their problems

The Noticer is an entertaining, inspiring, and educational life instruction manual for better living.

The Work

Overview

Orange Beach, Alabama is a simple town filled with simple people. But like all humans on the planet, the good folks of Orange Beach have their share of problems—marriages teetering on the brink of divorce, young adults giving up on life, elderly men and women questioning their usefulness, business people on the verge of bankruptcy, as well as the many other obstacles that life seems to throw our way.

Gratefully, however, in times of major upheaval—when things look the darkest—a mysterious man named Jones (not “Mister Jones”...just plain “Jones”) has a miraculous way of showing up. An elderly man with white hair of indiscriminate age and race wearing blue jeans, a white T-shirt and leather flip flops carrying a battered old suitcase, Jones is a unique soul with near angelic qualities. Communicating what he calls “perspective,” Jones explains that singing beautifully or running fast were not the talents he received—instead, he has been given the gift of “noticing” things about life that others miss. Jones has a mystical way of changing how people view their world and helping them find the strength to move beyond their problems.

Chapter Synopsis

The Noticer will contain ten chapters:

CHAPTER ONE:

Andy Andrews, the author and narrator of this story, begins with a first person account of how he met the old man named Jones twenty-four years ago. Jones is dressed simply in jeans and a tee shirt, has an unkempt head of white hair and always carries an ancient, brown suitcase. Andrews, homeless then and living under a pier on the Gulf coast, was influenced by this old man and his words of wisdom throughout the next several weeks. At one point, Jones explains that he is a “noticer”—a person who sees things that others don’t, bringing perspective into the lives of those who need it. After changing Andrews’ life direction with carefully chosen words and a selection of biographies from the library, Jones suddenly leaves the area without warning or goodbye. He is not seen by anyone again...until last week.

CHAPTER TWO:

As Andrews enters a local restaurant, he is greeted by the sight of his old friend, Jones, eating lunch with Jan and Barry Hanson. During a quick reunion with Jones, Andrews

The Work; Chapter Synopsis

tells him about his life and what has occurred in the old man's absence. To Andrews' confusion, Jones assures him that he already knows what has happened.

While Andrews waits for a later meeting with his friend, Jones converses with Jan and Barry, a couple in the throes of divorce. As they eat and later walk on the beach, Jones helps them understand that they do indeed still love each other, but they speak different dialects in expressing that love. Jones lays out four basic dialects that we all speak and clarifies how to converse and understand the dialect of another person.

CHAPTER THREE:

In the afternoon after his meeting with the Hansons, Jones meets Andy Andrews and goes into more detail about the dialects, comparing them with the language of a goldfish, a cat, a puppy dog, and a canary.

They also talk about life in general and the need most people have, at one time or another, for perspective. And despite the personal questions he asked, Andrews leaves their time together still not knowing how old Jones is, where he is from, his nationality, where he sleeps, how the old man knows when someone needs help...or what is in his suitcase.

CHAPTER FOUR:

As Walker Miles drives through a wooded area of the state park, he sees an old man sitting on a suitcase beside the road and is somehow compelled to stop and ask, "Do you need help?"

"Don't we all?" Jones replies cheerfully and to Walker's consternation opens the car door and gets inside. Ending up at a diner, Walker quickly grows to trust the old man and confides in him that, at fifty-three years of age, he is often depressed and beset by irrational fear. Using logic that is inescapable, Jones gives Walker new hope and an understanding of the "misuse of his creative imagination."

CHAPTER FIVE:

At a local golf course, Andy Andrews talks with Robert Craft, the course owner as they watch Jones interact with a group of teenagers who work there in various positions. Robert mentions how much the kids like the old man and as an afterthought, offers the

The Work; Chapter Synopsis

information that the migrant workers his father knew years ago all knew Jones by a different name. They called him Garcia.

Meanwhile, with the young people, Jones gives them advice about how to choose a life partner. In a funny and rapid fire conversation, the teenagers are astounded by what they hear and encouraged by the fact that they are unable to dispute the old man's logic.

CHAPTER SIX:

Willow Callaway is seventy-six years old and consumed by the idea that her purposeful life is over. She is merely waiting to die. As she crosses the road to watch the canal sunset from the bench her long dead husband had built years before, Willow is surprised to see an old man with a suitcase already there. A polite exchange soon turns to focus on the old woman's sadness.

With an incredible, true story, Jones provides absolute proof to Willow that not only is her life not over, but the best is yet to come. This proof, she understands, is not only true of her own existence, but of all who are unsure of their life's worth.

CHAPTER SEVEN:

Henry Warren was an entrepreneur so focused on his own achievement that no one—not even his wife and unborn child—got in the way of his winning at all costs. Among other enterprises, Henry owned a large landscaping company that cut corners, rigged bids, and left disastrous work in its wake. Raging at one of his workers this morning, Henry was stunned to see the face of an old man look up and ask a simple question.

Not sure the old man even worked for him, Henry was disinclined to answer or listen to anything else the old man had to say, but somehow, he seemed to have no choice. The old man's eyes held him in place long enough to sputter a few answers and ask several questions of his own. The answers *Henry* received changed his life's direction in mere moments. And he was determined to change his life—and change the way others thought of him.

CHAPTER EIGHT:

Several days after his introduction to Jones, Henry Warren was discouraged. He was confident that he was a new man and as determined as ever to change the opinions oth-

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ers had of him. But he was not finding it easy. In fact, many were rebuffing his apologies.

Seeking out and finding Jones, Henry experiences an epiphany as he learns the difference in saying “I’m sorry” and “asking forgiveness.”

CHAPTER NINE:

Andy Andrews has lunch with Jones in a Chinese restaurant and is more confused about the old man’s life than ever when the waitress addresses Jones as “Chen.” Later, at Jones’ direction, Andy drives him to a familiar place—the pier Jones found him under twenty-four year ago. There, they find a young man named Jason living in the same way and experiencing many of the same challenges Andrews had gone through. Andy watches and listens, amazed, as Jones begins a relationship with yet another young man, giving his life a healthy dose of much needed “perspective.”

CHAPTER TEN:

Andy awakens to a phone call from Ted, the owner of Pack ‘N Mail, informing him that Jones is gone. This is apparent, he explains, because the old man’s suitcase has been left in the middle of the shopping center parking lot...by itself. No one remembers ever seeing the old man without it and still, no one knows what is in it. By the time Andy arrives at the parking lot, a crowd of locals has gathered.

The suitcase is moved into a nearby coffee shop and as the word spreads, more and more people arrive. As the crowd debates what to do, stories are told about Jones (and Garcia and Chen) and the difference his words have made in individual lives. Many stories are shocking and unbelievable in how Jones found them or when he appeared.

When the decision is made to open the suitcase, almost a hundred of the local townspeople are gathered around. When the suitcase reveals itself to be stuffed entirely with individual packages of every variety of seeds, no one is sure how to interpret any possible meaning. Finally, an envelope is found with the handwritten scrawl of an old man. The note, from Jones, informs them that he will not return, but they have been equipped to live their lives with the wisdom and perspective that they had previously lacked. Further, the note challenges them to plant the “seeds” he left them in the lives of others. The seeds in the suitcase are a visual reminder of his life and his work being carried forward.

The Author

Background

- * Hailed by a *New York Times* writer as a “modern day Will Rogers who has quietly become one of the most influential people in America.”
- * Spoken at the request of four different U.S. Presidents.
- * Every single minute a book by Andy Andrews is sold somewhere in the world!
- * *New York Times* Bestselling Author.



What could this one man possibly have to say that is important enough for the Commander of the Allied Air Forces to ask his help? Why did every senior leader the United States Air Force has in Europe and the Middle East recently assemble in one room-at one time-to hear him speak?

Who is this man, that he would walk the golf course with Hall of Famer Nancy Lopez as she played her last tournament as a touring professional? Why was he invited to spend an afternoon with General Norman Schwarzkopf and his son, who was about to depart for college? Why would he be asked to discuss life with a ninety-one-year-old Bob Hope, alone by the swimming pool in the entertainer’s back yard?



Andy Andrews is an internationally known speaker and novelist whose combined works have sold nearly two million copies worldwide. He has been received at the White House and has spoken at the request of four different United States presidents. His two-hour PBS special is entitled “Andy Andrews: The Seven Decisions,” and is now airing nationally to incredible reviews.

Andrews’s best-selling book, *The Traveler’s Gift: Seven Decisions that Determine Personal Success*, is an international sensation, remaining on the *New York Times* best-seller list for four and a half months and being translated into twenty languages. Featured on ABC’s Good Morning America as a book-of-the-month selection, *The Traveler’s Gift* is the stunning story of one man’s search for meaning and success in life by traveling back into time and conversing with seven historic individuals. Its message of hope, faith, and perseverance is transforming thousands of lives worldwide everyday.

The Author; Background

Andrews lived a relatively normal life until the age of nineteen, when both his parents died—his mother from cancer, his father in an automobile accident. “I took a bad situation and made it much worse,” Andrews says with a rueful smile, referring to choices he made during this tragic period of his life. Within a span of several years, the young man found himself literally homeless (“before that was even a word!” he says), sleeping occasionally under a pier on the gulf coast or in someone’s garage.

It was at that time when Andrews asked the question that would focus his search for what would ultimately affect millions of people. The question?

“Is life just a lottery ticket, or are there choices one can make to direct his future?”

—Andy Andrews

To find the answer, he first went to the library. There, over time, he read more than two hundred biographies of great men and women. How did they become the people they were? Were they simply born this way? Or were there decisions made at critical junctures in their lives that led to such success? The young Andrews finally determined that there were seven characteristics that each person had in common. “What will happen,” he mused, “if I study these seven common denominators and harness them in my own life?”

The rest is history. “The Seven Decisions,” as he calls them, were the engines used to carry Andrews’ life in a different direction. And twenty-plus years later, these same Seven Decisions became the outline around which he built the story of *The Traveler’s Gift* and the basis of his PBS Special.

The Author

***What Others
are Saying
About Andy***

“Andy is a man with a message you must hear and apply to your life.”

-Dave Ramsey, nationally syndicated radio host, author of *The Total Money Makeover*

“Bottom line, I am a better person for having experienced Andy Andrews’ incredible storytelling talent.”

-Bill Ames, Executive, General Motors

“An incredible communicator who inspires both collaborative teamwork and a passionate commitment to customer service, Andy Andrews delivers brilliantly on three fronts-content and motivation, with a rich and spontaneous sense of humor.”

-David Guthrie, Director of Business Development, FedEx

“Andy Andrews will impact the personal and financial lives of every business person who hears him speak. In addition, I have personally made his books required reading for everyone in our company.”

-Jim Pace, President and CEO, Group VI Corporation

“Andy Andrews has become one of the largest influences in my life.”

-Chris Smith, Executive, Coca-Cola Enterprises

“I recommend Andy Andrews to anyone anywhere. He made us laugh so hard that we were crying, while inspiring us to lift ourselves to higher heights within our own lives.”

-Thomas Denton, Vice President, Corp. Communications, DHI Computing Services

“I must agree with one of my employees who said, “He was wonderful! I didn’t want him to stop-I could have listened to him for hours.” We would definitely use Andy again-in a heartbeat!”

-Sterling L. Barker, Operations Manager, KPMG LLP

“Andy truly dazzled the audience with his humor and his worldly insights. Andy’s personality shines on stage and his energy resounds in his dynamic presentation.”

- Lynda Minks Hood, Executive Director, Chattanooga Bar Association

“We could not have had a more perfect speaker than Andy. He was lighthearted, yet so meaningful and inspirational. It was exactly what so many of the attendees needed to hear after having come through such a tough year in their businesses.”

- Kay Cementina, VP, Retail Sales and Marketing, Parable Publishing Group

“Andy Andrews breaks all the molds. He’s developed a message that challenges each listener to think . . . and he drives that message home with intelligence, wit, and humor.”

- Terry Reeves, Corporate Communications Director, Dippin’ Dots, Inc

The Author

***Perpetuating
Success***

Close to 1,000,000 copies of *The Traveler's Gift* have sold worldwide since being published in November 2002, because of its broad demographic appeal. On June 8, 2003, it hit #5 on the *New York Times* Hardcover Business Best Seller List.:

The New York Times

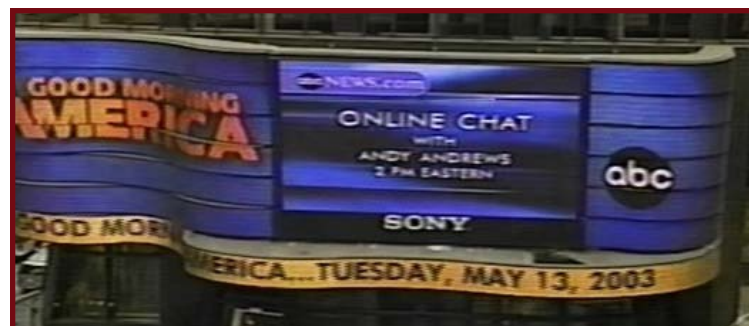
June 8, 2003

Hardcover Business Best Sellers

This Month	Business Hard Cover	Last Month
1	THE SECOND TIME AROUND, by Mary Higgins Clark. (Simon & Schuster, \$26.) When a CEO goes missing with millions of investors' money, it triggers a serial killer's murder spree.	2
2	THE DEVIL WEARS PRADA, by Lauren Weisberger. (Doubleday, \$21.95.) A young woman acquires a job at a fashion magazine, along with the boss from hell. First Chapter	5
3	THE KING OF TORTS, by John Grisham. (Doubleday, \$27.95.) A public defender in Washington happens upon a frightening conspiracy involving one of the largest pharmaceutical companies in the world.	1
4	WHAT SHOULD I DO WITH MY LIFE? by Po Bronson. (Random House, \$24.95.) The stories of 55 people who found their calling after years of struggle. First Chapter	3
5	THE TRAVELER'S GIFT, by Andy Andrews. (Thomas Nelson, \$19.99.) In an inspirational tale about the "decisions that determine personal success," a down-on-his-luck middle-aged man travels back in time.	

The Author***Media
Appearances*****Andy has recently made the following *television* appearances:**

- Good Morning America, ABC News, NYC (Book Only)
- The Morning Show, CBS Channel 11, Houston
- The Morning Show, TV 40 WLMB, Perrysburg
- Midday News, Charlotte
- Midday News, Birmingham
- Healthy You, Miramar
- The AM Show, Winnipeg Canada
- Mornings on FOX 17, Nashville
- AL Alive, Birmingham
- Life Today with James Robison, Eulvess
- More at Mid-Day, WSMV-TV, Nashville
- Total Living with Jerry Rose, Chicago
- The Harvest Show, South Bend
- The Morning Show, WPHJ-TV, Grovetown



The Author; Media Appearances

Andy's recent *radio* appearances include:

Station	Location	Program Type
Syndicated	Seattle	Nashville Kat
Syndicated	Palm Beach	Clayton Willis Talk Show
WONU-FM	Bourbonnais	Morning Show
Syndicated	Brentwood	Dave Ramsey Show (4 appearances)
KKGT	Kennesaw	Morning Show
KDUV-FM	Visalia	Morning Show
Syndicated	Seattle	The Alan Kabel Show
WPHM-AM	Port Huron	Morning Show
WZGC-FM	Atlanta	Morning Show
WXRV-FM	Haverhill	Morning Show
WCJW-AM	Warsaw	Afternoon Drive Show
WMST-AM	Mt. Sterling	Morning with Tom & Judy
WIBQ-AM	Sarasota	Morning Show
KRWM-FM	Bellevue	Morning Show
KXYL-FM	Brownwood	Morning Show
WJGG-AM	Hinsdale	Morning Show
WZFS-FM	Elk Grove Village	Afternoon Show
WSM-AM	Nashville	The Bill Cody Show (2 appearances)
KLXK-FM	Breckenridge	Morning Show
WIYY-FM	Baltimore	Afternoon Show
WOKQ-FM	Dover	Morning Show
WPKQ-FM	Dover	Morning Show
WQSM-AM	Kalamazoo	Morning Show
WIDU-AM	Fayetteville	Morning Show
WVKZ-AM	Scotia	The Bob Cudmore Show
WSBA-AM	York	The New You
WDST-FM	Woodstock	Morning Show
WRBS-FM	Baltimore	Afternoon Show
KTKT-AM	Tuscan	Bert Lee Show
Syndicated	Reno	The Connie Nelson Show
KCRS-AM	Odessa	Morning Show
KNND-AM	Cottage Grove	The Beeper Show
WHMI-FM	Howell	Morning Show
WPOZ-FM	Altamonte Springs	Morning Show
WCAB-AM	Rutherfordton	Afternoon Show
WDRC-FM	Bloomfield	Morning Show
KSGF-AM	Springfield	Morning Show
WCHS-AM	Charleston	Morning Show
WBYS-FM	Ft. Wayne	Morning Show
WKWX-FM	Lexington	Afternoon Show
RC-AM	Elkhart	Afternoon Show
WAYK	Kalamazoo	Morning Show
WAYG	Kalamazoo	Morning Show
CHQR	Calgary	Morning Show
WUCZ FM	Carthage	Afternoon Show
WRKM AM	Carthage	Afternoon Show


The Author; Media Appearances; Radio

Station	Location	Program Type
WLIN	Traverse City	Morning Show
Syndicated	East Prarie	Sporting Nature Show
WYPL	Memphis	Book Talk with Johanna Edwards
KTRC	Santa Fe	Good Morning Live
KFIZ	Fond du Lac	Morning Show
Syndicated	Springfield	American International College
WMOT-FM	Murfreesboro	Morning Show
WATR	Waterbury	Afternoon Show
KIXL	Austin	Afternoon Show
Syndicated	Linden	Morning Show
WAXO-AM	Lewisberg	Morning Show
WGFS AM	Covington	Afternoon Show
KDOV-FM	Medford	Balance Point with Pat Daly
KCFY-FM	Yuma	Afternoon Show
WWRN	St. Petersburg	Morning Show with Chad and Kristi
Syndicated	Northridge	Business Talk Radio
WENG	Englewood	Afternoon Show
WERC	Birmingham	Morning Show
WAFG	Ft. Lauderdale	Morning Show
WOOF	Dothan	Morning Show
WCLB	Sturgeon Bay	Morning Show
MFM	South Africa	Morning Show
YES FM	Toledo	Afternoon Show
WGRC	Lewisburg	Morning Show
Syndicated	Columbia	Morning Show
KTPW	Plano	Powertalk with Rick Walker
Syndicated	Boston	The Frankie Boyer Show
WCKB	Sanford	Morning Show
KCBI	Arlington	Team Afternoon
KBIS-AM	Dallas	Afternoon Show
WTBF-AM/FM	Troy	Afternoon Show
WLNK-FM	Charlotte	Morning Show
KLUP	San Antonio	Afternoon Show
WWIV	Chippewa Falls	Front Page Talk Show
KTEX	Brenham	Afternoon Show
KBSG-FM	Seattle	Fastlane and Burns Show
KRMS	Osage Beach	Afternoon Show
WNTK	New London	Morning Show
WZTZ	Elba	Afternoon Show
KDAK	Carrington	Morning Show
WBER	Penfield	Morning Show
KOAI	Dallas	The Phyllis K. Smith Show
WKEA-FM	Scottsboro	Afternoon Live
WQNZ-FM	Natchez	Rosco and Andi Show
WWLZ	Elmira	The Jon Antis Show
Syndicated	Nashville	Country Spirit
Syndicated	Birmingham	The Rick and Bubba Show
Syndicated	Nashville	The Big D and Bubba Show

The Author; Media Appearances; Publications

Andy Andrews: The Man with the Plan

by Tabitha Hunter



When Andy Andrews walks into a room, he does so with his head held high. He walks in knowing that no matter what curve balls life manages to throw, he will get through. He walks into rooms filled with high powered executives from companies like General Motors, Eastman Kodak and Disney World and speaks to them about his Seven Decisions for Success.

The thing that most people don't know about Andy is that he is not an emotional speaker. "I'm a concentrationist. I really do have conversations with audiences. I am a life coach," he says. "I know people. I am a professional reader. I notice things that people can use to make a difference in their lives and allow them to control their every day. And I do it in my books because my books are stories. They make the small authors write real books. People like me have no other stories."

Andrews, 66, has spoken about his seven decisions around the world to people from all walks of life, including Ronald Reagan, George H.W. Bush, George W. Bush and Gerald Ford.

"The politicians, I do not ever change anything. I do that for free because I do not want anybody telling me what to do. Lawyers had had of want about that. Never take any money from a politician," laughs Andrews.

The Orange Beach, Ala., native was not always a picture of success. At the age of 19, Andrews fell on immensely difficult times when he lost his mother to cancer and his father in an automobile accident. "I have always had the ability to take a bad situation and make it into a victory," says Andrews of these events. He quickly found himself alone and homeless.

It was while Andrews was sleeping under piers on the Gulf Coast on a spiny grate that he began to turn his life around.

"My big question at the time was, 'Is life just a lottery ticket or is there something that we can do?'" says Andrews, who started reading biographies to figure out what people did to become who they were. From there, Andrews came up with seven decisions that these people had done to become successful. With these

seven things and the wisdom of Harry S. Truman, Anne Frank, Galileo, etc., in mind, Andrews set out to pull himself up from the very bottom.

Based on these decisions and the lessons of his own life, Andrews wrote *The Traveler's Gift*, an international best-seller that found itself as a *Good Morning America* "Book-of-the-Month" selection. The novel has been on all of the top bestseller lists, including those of the *New York Times*, *Wall Street Journal* and *USA Today*.

So just how popular is Andrews' novel, *The Traveler's Gift*? No popular that Andy has spoken to the U.S. Army's Special Operations about it. The novel has taken him overseas with the troops on several occasions, but perhaps the best story of the book's success comes from Ohio.

"A man in Ohio used *The Traveler's Gift* as their book for the city. The *Traveler* was given to all the restaurants that had little operations to help people escape in conversations about the book. And then at the end of this last two or three months period, they brought me in and I spoke to the town. It was great," he says.

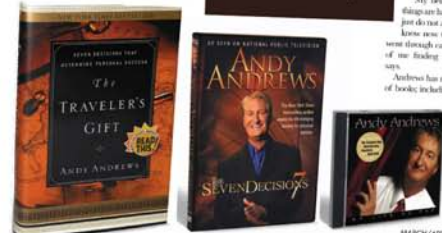
Andrews now seems thankful for his life's experiences - from the death of his parents to his homelessness - even though being his home in Hurricane Ivan. He's rebuilt a home in Orange Beach, where he lives with his wife of 17 years, Dolly, and their two sons.

"My belief has always been that things are happening for a reason. We just do not always know the reason. I know now that the challenges that I went through earlier was an integral part of me finding these seven things," he says.

Andrews has now published a number of books including *The Traveler's Gift*, *The Lost Chair and Island of Sam*. He can also be seen on his hit TV program *Andy Andrews: The Seven Decisions*, airing throughout March on PBS.

Andy Andrews' Seven Decisions for Success:


- 1. The Responsible Decision**
Harry S. Truman: The hard steps first.
- 2. The Guided Decision**
King Solomon: I will seek wisdom.
- 3. The Active Decision**
Joshua Chamberlaine: I am a person of action.
- 4. The Certain Decision**
Christopher Columbus: I have a decided heart.
- 5. The Joyful Decision**
Anne Frank: Today I choose to be happy.
- 6. The Compassionate Decision**
Alvin Karpis: I will quit this day with a forgiving spirit.
- 7. The Persistent Decision**
Galileo: I will persist without exception.



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Andy Andrews Never Tells A Story He Doesn't Like

By: Devon O'Day, Photos By: Peter Nash



begin to change. For many years, Andy Andrews and his wonderful gift of humorous country gals became a staple of The Nashville Network's popular TV series, *Nashville Now*, with the legendary Ralph Emery. His folksy talks and quick laugh soon the world of country music viewers. This is the Andy Andrews I knew.

So, when I saw a copy of the book, *The Traveler's Gift* in the bestseller section of the local bookstore, I smiled, but I didn't buy one. I walked by thinking, "Good for him. Andy now fancies himself a writer."

Then, *Good Morning America* started touting *The Traveler's Gift* as a must-read. I still didn't buy a copy. But I did begin to wonder if Andy was in fact, the Andy Andrews of my memory. I just couldn't put the phrase "must-read" with the bumpkin humor I knew from his ten years on TSN.

About a year later, a friend and I were in the home of her cousin, who was moved to tears about the power of a book she'd

read. It had changed her so much, she'd sent it to her son who was in prison. Her son was a good boy, who'd been in the chambers of a drug problem. The book had affected him so much, that she'd written to the author. The author, in turn, had sent her a case of autographed copies, to share with other inmates. The prison had not allowed this courtdand in great number to be distributed in prisons, so now she had a case of books and had been sharing this incredible literary find with all those she felt would appreciate such a wonderful gift.

She walked to the bookstore to retrieve one for us. With a brilliant smile, faced with tears, she handed us the prize. It was that book that had been changing me at every turn. It was *The Traveler's Gift* by Andy Andrews. Even at that, I was not the first to read it.

My friend, who has an impeccable taste for great literature, began to read our gift. She began to say, "You are going to love this book!" at regular intervals throughout her reading.

Then, a month later, when faced with a plane ride, I grabbed the book. It would be a long reading. I was

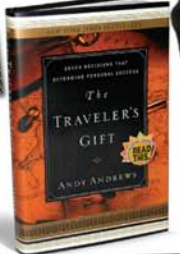

considering it was written by a country comedian. From the very first page I was sucked into the world of David Powder, the traveler. I could not even look up from the pages. I devoured this "light literature" and cried in tears, wanting for more. This book was written by an enlightened soul who had found the secrets of the universe and simply related them in a word, yet life-changing form.

The more I have found out about Andy Andrews, the more I have become a fan. His storytelling has garnered the description "Modern Day Will Rogers" and corporate speaking engagements with Microsoft, AIG, and others among the world's largest companies. I cannot seem to get enough of the simple stories with deep life-changing (and) many products available with wholesome, sweet ways to make your life better. His successful national PBS TV special aired on thirty stations across the country, featuring the Seven Decisions that have become a mantra for the people he's touched with his writing and speaking. He's not a motivational speaker by trade. Andy Andrews is a motivational speaker by heart. He shares his own life as honestly, candidly, and joyfully as he's able. It is that truth that is changing the world, one story at a time. Andy Andrews IS the modern day Will Rogers, and I never met a man that didn't like him... once they shared one of his stories.

Watch for Andy Andrews as he hosts this year's Inspirational Country Music Awards, November 9th, live from the Acuff Theatre in Nashville, Tennessee.

-Andy Andrews' writing was reviewed by Devon O'Day, host of the nationally-syndicated Country *Humorists*, and *The Drive* music/publication reviewer.

Please visit www.AndyAndrews.com for more information.

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The Author; Media Appearances; Publications

The Dalmatian And The Heron

Handling criticism in a positive, powerful way is possible. This three-point plan shows you how.

By: Andy Andrews; Photo By: Peter Nash



- 1. Know your goal and why you want to achieve it.** Be able to answer the following fully:
 - What will the accomplishment of this goal mean to you?
 - What will failing to accomplish it mean to you?
- 2. If those closest to you happen to be the ones criticizing, consider that there is likely a positive intent behind their behavior.** Think about the following:
 - Do your critics completely understand why you're pursuing this goal?
 - How could you more clearly communicate why this dream is so important to you?
 - Leverage the power of your own enthusiasm. The venom of criticism will be neutralized and powerless in the presence of enthusiasm. Your level of enthusiasm is completely up to you!
- 3. Manage your response to criticism.** Pause. Listen. Rather than reacting angrily, get defensive, thank your critics for taking the time to give you their input. This will help you maintain your personal momentum as well as disarm your critics.

Those closest to you might, at certain times, express questions and statements like: "When are you going to get your head out of the clouds? When are you going to get a real job? How's your hopes up so high. It's probably not going to work anyway." Have you ever wondered why family and friends, who mean so well, sometimes still seem to hurt and discourage us at every turn? Is it because they are trying to be mean? Is it because they'd like to inflict pain on us? It's probably like the story of Lucy and Hank.

Chasing Our Herons


Lucy the Dalmatian is our dog daughter. We live on an island on the Gulf of Mexico. Our house backs up to a big, high sand dune and there's a large deck on the back of the house. When my wife and I stand out on the deck at night looking down at the beach, we often see a giant heron. Keep big bird. He likes to hang around our house in the evenings. We affectionately call him "Hank the Heron."

Lucy hates this heron. She wants to have him by the neck. Lucy often jumps up for an evening trip to the deck. Hank will be down on the pier. When Lucy comes out, she'll be fix at

you will receive criticism. This is a given. It's part of living. If you're not being criticized, you're not doing anything, or you just haven't sold enough of what you're doing. A general rule of thumb is this: The bigger the accomplishment you seek, the more critics will emerge and the more criticism you will receive along the way.

Buckle up. The jobs will be small, large, soft, hard, expected and unexpected. They'll come from unimportant people and people that mean the world to you, such as family and friends. Most likely, the criticism that hurts the most will come from those closest to you. However, if you've truly set your mind on accomplishing something great, you must find a way to handle criticism effectively. Here are three critical points to keep in mind as you pursue your dreams and objectives.

PowerSource Magazine.com



first. Then she'll see Hank, lower her head, and start growling. In a flash, Lucy bounces down the stairs. My wife and I will say while laughing, "How can she get down the stairs so fast and not fall?" Like clockwork, Lucy flies down the stairs, through the greenhouse area, down another set of stairs, hit the beach on a dead run, and catch up with the heron in a matter of seconds. It's quite the sight.

It never fails; just when Lucy thinks she has Hank the Heron exactly where she wants him, he'll take flight. He'll fly down and land on the neighbor's dock. Then, Lucy will race down and run him off. Hank will then fly back and land on our dock. And Lucy will run across the beach back to our dock. She'll do this back and forth for a while. We just laugh. It is the funniest thing to watch a Dalmatian (the body) chase a heron.

Do You See What I See?

But what would happen if we walked out to the deck one night at night and really anything at happens if we at all and it out, lower stairs, hit fourth wh Without sighs, we sane peo Get her wrong these sudden fourth, the d If you you frey I'd

then lock her up in the laundry room. We could get onto her to the point where she would go down to the beach, and she didn't see it because it's just too much hassle for her to chase the heron and not worth getting soaked over. Even though chasing the heron is one of the greatest pleasures in Lucy's life, we could have taken that away from her without even realizing what we were doing. Don't let that happen. Keep your eye on what you're going for. Keep your eye on it!

So more focused steadily toward your dream knowing that plan unfolding beautifully, a work in progress. You are writing criticism in all part of the journey. Know that your life is like a script. You are the main actor on stage. Everyone else is Here would you like to experience it? Be grateful for your critics — every great story has one. They will help you grow into the person you want to become. Without the friction of the cocoon pressing firmly against the butterfly's wings, this insignificant creature would never develop the strength to fly. The same goes for you. Without critics along the way, reaching your goals wouldn't be half as sweet. The purpose of the journey is to grow and handling our critics with grace is just part of that process.

Making Peace with Criticism

Remember to face criticism head on and apply the following tools to get you started today.

- 1. Know Your Vision:** Start a journal today and write out a mission statement that describes your vision and how you will make it happen. Be bold and describe what your life would look like minus your vision. Do everything you can to chart out your course in getting there.
- 2. Communicate to Your Critics:** why you're uncompromising in your vision. Be patient with

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JOHN 12:32

Having A Decided Heart

By: Andy Andrews; Photo By: Peter Nash



One of the least-known principles for success—perhaps the most crucial principle to your success in any endeavor—is this: You must have a decided heart. Why? More people fail at what they attempt because of an undecided heart than for any other reason! So repeat after me: "I have a decided heart!"

Have you ever seen someone with an undecided heart trying desperately to make a decision? It goes something like this: First he asks his friends, "Should I do this?" Then he asks his friends what their friends think. Then he'll talk to more friends, telling them what his other friends' friends more friends think... "But what do you think?" he wants to know. And on and on it goes, until finally, a decision is made.

But he's not satisfied. Now he wants to talk to his friends about whether he should have made this decision after all. Then he'll talk to other people about what his friends thought of his decision. Before you know it, he takes back his decision.

But that's still not the end. Now he wants to know (from friends—and friends of friends), "Should I have stuck with my decision?"

Yes, it seems ridiculous, maybe somewhat exaggerated, but we all know someone who conducts his or her life in at least a similar manner.

For the person with an undecided heart, life becomes a constant state of analysis. "Should I? Shouldn't I? Why did I? What if I..." The undecided heart experiences the paralysis of analysis. He is changing his tail, around and around and around... and going nowhere fast.

What is the purpose of analysis, anyway? It is not meant to be a continuous state; analyze, analyze, analyze... and then analyze some more. The very purpose of analysis is to come to a conclusion! It is impossible to make a correct decision every single time we make one. We are not created with that ability. None of us can see into the future. Remember, even

With your own eyes, you see a man with a decided heart, a spirit inside you is loosed that you've never felt before.

How does this happen? It's very simple, really. When you possess a decided heart, you don't spend your time and energy in analysis. You are free to actually go about the business of doing what you said you were going to do! What a liberating place to be!

One word of caution: Just because you have a decided

script that would touch many people... globe. Yet after almost four years, fifty-... libbers had said no to *The Traveler's Gift*... and to me! But life's greatest rewards are on the other side of what seems impossible. I began telling myself, "Where there seems to be no way, I will always find a way." The power of a decided heart is found in never looking back.

Incidentally, the fifty-second publisher said yes to the book. Now, several years later, after spending months on the New York Times Best Seller List, *The Traveler's Gift* has been published in nearly twenty languages.

Determine to have a decided heart—right now! Successful people make their decisions quickly and change their minds slowly. Unsuccessful people make their decisions slowly and change their minds quickly.

So, which type of person are you? Not yesterday, not fifteen minutes ago, but what type of person are you now when your heart decides to make it so?

Just remember: where there seems to be no way, you will always find a way. The life you choose will be yours—when your heart decides to make it so!

Andy Andrews will be hosting this year's ICM Awards, live from Nashville's Acuff Theatre on November 9. His audio books can be found at www.AndyAndrews.com and at most major book retail outlets.

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The Author; Media Appearances; Publications



Seven Decisions to Personal Success

Andy Andrews talks to Christine Miller

Andy Andrews was one of the keynote speakers at the 2005 National Speakers Association convention I attended this summer in Atlanta, Georgia, and I have to admit I had never heard of him before. His entertaining, engaging style certainly amused the 1600-strong audience, but contained within his stories and jokes were powerful messages concerning the growth and development of ourselves and our planet. Homeless as a young adult, Andy made the discovery that there are seven decisions that work without exception to transform lives. Now, as someone who has been invited to speak by four different US presidents, has performed for the US Military, and delivered speeches for many Fortune 500 companies, Andy has been described as one of the most influential people in America today.

After I contacted his office to arrange this interview, Andy's Chief Solutions Officer, Nick Francis, sent me two books - "The Traveller's Gift" and "Island of Saints" - so I could be fully conversant with his work. They were excellent, and Andy definitely seemed to have a knack for storytelling. In fact, I found both books powerful, yet easy to read, and those skills storytelling skills were prominently displayed throughout, making them a joy to read. I was curious about what had prompted Andy to turn his life round at the age of nineteen, and here's what he told me.

self development

Christine: Was there a certain something, a defining moment that prompted you to ask yourself the key question "So life just a lottery ticket or are there choices one can make to direct his future?" at a critical point in your life when you were 19 years old and sleeping rough on the streets, that helped you get your life back on track?

Andy: The defining moment that really got me to the point of asking that question was the realization that I was at the point where I had no money, no family, nobody to help, no car, no place to live, no job. So I really was at my wits' end, and that was the moment when I asked: "Is that all there is in my life?" "Can I control this?" "Is this life just a lottery ticket, and that is my ticket?" So that was when I really started to examine whether life was just chance, or if I had any control at all over my future.

It was those questions that started directing my search, and at that time I started reading. I read between 200 - 300 biographies of these happy, successful, financially secure, influential people and in my search I asked myself what is it about them? Were they born this way, or was this something that they did, something that they became. If it was something they did, then how long did it take them to do it, and what exactly did they do. That was how I discovered the seven principles, which I then used for the rest of my life out of these circumstances. These later became the Seven Decisions around which I

self develop

built the story of the *Christine:* How did which were the seven principles when you through the 2000 you read?

Andy: Those were that cross-reference of those people's see all seven things of those people's how I narrowed it. There were other that people had, but not necessarily with everyone. The principles in people's lives. Seven Decisions why they work better they are principles. I later put them in a story in *The Traveller's Gift*, because stories are the easiest way for me to learn.

Christine: Apart from your material for your comedy act, which was obviously very highly effective, had you been writing at all prior to *The Traveller's Gift*?

Andy: I wrote magazine articles, so short stories, but *The Traveller's Gift* was the first novel I wrote.

Christine: Was there an event or a significant happening in your life that prompted you to start writing *The Traveller's Gift*?

Andy: For years, I had been studying those Seven Decisions from the time I had identified them, and even though to this morning, I continue to study them, to think about them, and try to figure out more effective ways to relate them to people. Through the years, I had talked about them with certain people at certain times, and I would search for a really effective means to put those seven things across. Essentially, it evolved over a period of time until about six years ago, when I thought "I learn best with stories" - and so I came up with the story.

4. CHRISTOPHER COLUMBUS

The Certain Decision: I have a decided best. Criticism, condemnation, and complaint are creations of the mind. They come and go on the waves of our being and have no power over me.

5. ANNE FRANK

The Joyful Decision: Today I will choose to be happy. Our very lives are fashioned by choice. First we make choices. Then our choices make us.

6. ABRAHAM LINCOLN

The Compassionate Decision: I will greet this day with a forgiving spirit. You will find that God rarely uses a person whose main concern is what others are thinking.

7. GABRIEL

The Persistent Decision: I will persist without exception. Reason can only be stretched so far, but faith has no limits. The only limit to your realization of whatever it is that you hold true is...

opportunity to receive from them a written decision. If he understands and follows that decision, and puts it in his heart and makes it part of his life, then each of these Seven Decisions will change his future.

There are troubled times when we would all like to be able to go back and get some advice from great people, whether it is our family or great leaders - and it was an interesting device to be able to put into this situation and create a story.

Christine: Do you tell stories to your children?

Andy: Yes, every night and several times during the day. I think that's the best way to teach my boys, because that way they do listen. Nobody wants to listen to a lecture, but if somebody says "Let me tell you a story about a time..." then that perks you up and grabs your interest. So with my children, I tell them stories about when I was a little boy, when I did such a thing, and what my daddy did.

Christine: How has your life changed since you added being a highly successful author to your accomplishments?

work with them? No, you don't. Forgiveness and trust are two different things. Forgiveness is about the past, and trust is about the future. Trust and respect are earned, and they are not permanent.

"A man of four lives always on the edge of insanity. A man of faith lives in perpetual reward. Do battle with the challenges of your present, and you will unlock the prices of your future."

- Andy Andrews, *The Traveller's Gift*

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Bio: Andy Andrews is the author of the New York Times bestseller *The Traveller's Gift: Seven Decisions That Determine Personal Success* (Hodder Mottishaw, Paperback - June 6, 2005, £12.99). His most recent book is *Island of Saints* (Nelson Books Hardcover - June 2005, £19.99). He is a seasoned performer, a prolific writer, and a successful entrepreneur who is internationally known for his unique combination of entertainment and inspiration. Andrews has performed at the White House at the request of four different United States Presidents, and has entertained thousands of millions worldwide. Andy Andrews has achieved success and happiness by bringing forth his own brand of drugged persistence to quietly become one of the most sought after speakers in America today.

Contact: email: andy@andyandrews.com website: www.andyandrews.com

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The Author; Media Appearances; Publications

STARS AND STRIPES.
 Thursday, December 11, 2003
Entertainers pay tribute with songs, laughs, twirls
 By **Kent Harris**, Stars and Stripes
 European edition, Saturday, November 22, 2003

AVIANO AIR BASE, Italy — You don't get to the top of the music charts multiple times without knowing your audience. And Restless Heart, with seven No. 1 country music singles and a few crossover hits to its credit, is no exception.

"Following cheerleaders is tough with a military audience," said Greg Jennings, a guitarist with the five-member band that's close to celebrating two decades in the business.

Of course, it wasn't like those attending the Operation Season's Greetings show Thursday at Aviano Air Base ignored the guys from Nashville, Tenn. Far from it.

Restless Heart was the headlining act, following four New England Patriots cheerleaders and comedian Andy Andrews to the stage.

Jennings said he and his bandmates knew exactly what they were getting into. They headlined the show last year as well.

"We're just honored they asked us to do it last year and this year as well," he said. "Maybe we'll get to do it sometime again in the future."

Words such as "honored," "appreciated" and "awed" were used by all those performing to describe their participation in the concert series.

"This is the first tour I've ever done where I've been awed by the audience," Andrews said before his bit in the five show that lasted more than two hours. "It's embarrassing how many men and women in uniform have said, 'Thanks for coming here.' 'No,' I say. 'Thank you.'"

Andrews, like several of those performing, didn't have a lot of ties with the military before signing on. He left two kids and a wife — and missed a wedding anniversary — in Alabama to



Kent Harris / S&S
 Comedian and author Andy Andrews makes a point Thursday during his stint in the Operation Season's Greetings show at Aviano Air Base, Italy.



Kent Harris / S&S
 New England Patriots cheerleaders Elizabeth Harlow, left, and Kristin Gavrin sign autographs and talk to members of the military community at Aviano Air Base, Italy, after performing Thursday night during the Operation Season's Greetings entertainment series.

Page 1 of 2

come on the trip and will be spending Thanksgiving with a bunch of strangers in Germany. But he said he didn't hesitate long when asked about the show.

"You quickly realize these guys over here are allowing us to live the way we want to live," he said, referring to members of the military serving in places such as Europe and even farther from home in countries like Iraq.

"It's given me a real appreciation about all the men and women in the military that spend time apart from their families."

Kristin Gavrin, one of the cheerleaders, laughs when she talks about her sacrifices to be on the tour.

"I'm missing two weeks of school," she says with a smile. "I thought I'd be better off spending my holiday entertaining over here."

Gavrin spent some time near Aviano this summer, visiting her friend, who was living in Venice. Then it was back to Assumption College in Massachusetts, where she's the top of her class academically.

But when the opportunity came to participate in this tour, she didn't realize how appreciative everyone was," she said. "Those of us on stage could relate because they wear uniforms on a regular basis."

Airman Aaron Steine, assigned to the 11th Security Squadron at Aviano, opened the night with a few songs he had written and was followed by musicians from the U.S. Air Force and Air Force Reserve Command bands.

Andrews stayed after the show to talk and sign



Kent Harris / S&S
 Air Force Reserve Capt. Anita Pacey put her spin on a variety of popular songs, backed up by musicians from the U.S. Air Force and Air Force Reserve Command bands.

Page 2 of 2

Childproof Style
 Ono Island home combines comfort, charm and laughter
 August 14, 2004
 Lesley Coon
 @PensacolaNewsJournal.com

Fully and Andy Andrews came to a quick agreement when they realized the full effect of raising boys just two years apart.

Until Austin, 4, and Adam, 2, were a little older, any substantial household redecorating was on hold.

"The only redecorating we've had done is by a 3-year-old with a Sharpie," Polly Andrews says.

Just when you think she must be joking, her husband nods vigorously and turns an ottoman cushion around to reveal a tear along the back, and moments later, as Polly is trying to decide whether the word casual describes the living room, he pipes up, "Yes. Casual-ty."

A new book, a new mission
 Andy Andrews' latest book, "The Lost Choice," was released last month.

The book weaves Andrews' storytelling around the accomplishments of some of history's most notable and heroic individuals, including Oskar Schindler, Albert Vanderbilt and George Washington Carver, to show that one life can affect dozens, even millions, of lives.

In March, at the request of the U.S. Air Force Command in Europe, Andrews traveled to the Middle East and Europe and talked with every general and wing commander about the importance of team building and conveyed to every member of a military unit that their work matters.

His visit was in response to a Pentagon survey that showed the suicide rate and stress levels among personnel rose from the deployment and insurgency in Iraq. It found that many suicides were associated with failures of personal relationships and financial problems.

Recently, Andrews has been invited to Hurlburt Field Air Force Base to talk with special operations squadrons there.

"I'm excited about it," he said. "I feel this is a way I can serve our country."

A zinger like that should pretty much be expected from Andrews, once a professional comedian who now is a sought-after speaker and, most recently, best-selling author of "The Traveler's Gift."

All kidding aside, the Andrews have created a welcoming, well-kept home on Ono Island, Ala., a private island community just west of the Flora-Bama Lounge and the state line.



The main living area of the Andrews home, can be viewed from the second story loft where Polly Andrews has her home office. The Turkish rug was bought by Andy Andrews on a trip to the Middle East.

The 4,500-square-foot home's bright here color exterior calls a dramatic portrait against lush green plants that envelope the entire view. Inside, neutral fabrics in beige and cream blend with natural wood accents and a high ceiling of fish and seashells in wood and stone add more natural touches.

The purchase of the latest addition to the living room — a large Turkish rug — involved some guess, at least as Andy Andrews tells it. He was under some restrictions from his job as an Air Force base in the Middle East.

When they will never learn to take care of things and how to treat their own home," Polly Andrews said. "And you know, in four years, I've brought some change. A screened back porch off the master bedroom, a neighboring room, and Andy Andrews' office and painted in a cream and painted bright blue and lime green.



Polly and Andy Andrews relax on the deck of their home on Ono Island, Ala. The deck features a covered outdoor seating area that seats four. A gift of white wicker mesh and a high ceiling of seashells and fish are visible in the background.

One of the items, Andrews' daughter says she only the cushion as the last gift before each of the boys with training wheels.

And when she told him she both James and she at the base of that cushion.



The pastries in the living room are a nod to the past.

An all-glass chandelier is suspended in a dimly lit interior. A gift of a white wicker mesh and a high ceiling of seashells and fish are visible in the background.

Decorative hanging plants blend with the natural of the last holiday home. The door features a large, colorful, and a high ceiling of seashells and fish are visible in the background.

"It works well for entertaining because there are several different seating areas," Polly Andrews said.

It's in the living room, however, where the family most loves to relax and enjoy each other's company.

An Andy and Polly Andrews relax in the living room. The room features a large, colorful, and a high ceiling of seashells and fish are visible in the background.



A collection of a lounge collection serves others at some in the living room.

The Author; Media Appearances; Publications

Andy Andrews...

Continued From Page 36... Andrews, who has recently given... President Bush.



Andy Andrews signs copies of The Traveler's Gift for Friends of the Georgia South Library members at the group's annual meeting. Andrews also spoke to the group.

I had like part of the reason I want you... I had like part of the reason I want you... I had like part of the reason I want you...

Andy Andrews signs copies of The Traveler's Gift for Friends of the Georgia South Library members at the group's annual meeting. Andrews also spoke to the group.

About Andy Andrews...

The author of the best-selling... about to make the worst decision of his life...

will be proud of you... The Traveler's Gift is the... I've never done...



Page 18 - The Metro-Weekend - June 25-27, 2004 - Ad. Info: 301-987-0414 (301-987-0414) - Email: wroper@metroweek.com

Andy Andrews one word message: 'Persist'

Andy Andrews' one word message... 'Persist' is the key to success...

with her own words... The Traveler's Gift is the... I've never done...

Examples of Andy's Comedy



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Andy has something to say that is both... and extraordinary. 'The Traveler's Gift'...

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Andy Andrews' best seller was a lifetime in the making

Andy Andrews' best seller... 'The Traveler's Gift' was a lifetime in the making...



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A collection of well-known words... that can change your life...

New Years Resolutions for 2004

New Year's resolutions... for 2004...

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Choose to be happy... and smile today...

Resolutions to help ordinary people achieve success

Resolutions to help ordinary people... achieve success...

The Traveler's Gift: Seven Decisions That Determine Personal Success

The Traveler's Gift: Seven Decisions... That Determine Personal Success...

Historical people offer serious advice in comedian's book

Historical people offer serious advice... in comedian's book...



Andy Andrews signs copies of The Traveler's Gift

Andy Andrews signs copies of The Traveler's Gift... for his fans...

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The Author; Media Appearances; Publications



Former stand-up comedian Andy Andrews lost his parents and became homeless in his late teens. While on the streets, he visited the library every day and read the biographies of more than 200 people, condensing the lessons he learned into the self-help book that has taken the world by storm, *The Traveler's Gift*. He has since spoken for four US presidents and his latest book, *The Lost Choice*, is out now.

Andy Andrews

So what did you talk to four presidents about?
 One of the things when I'm in session with them is to ask questions. The quality of our answers is going to be determined by the quality of our questions. So anytime I'm around people of that calibre, whether it's them or General Norman Schwarzkopf walking through the woods, I ask questions like: "If you could go back to age 18 and change one thing what would it be?" I call myself a professional nosy. When I was a stand-up, I would notice things that were funny; now I notice things that make a difference in people's lives. George W. asked me to stick to the serious stuff. I thought: "Wow, I must not be very funny any more."

Do you not feel in awe of them?
 I don't know how big a success I've been but I certainly have been an audience to success, as I've had the opportunity to be around these people. When I speak to audiences, "Don't look at me as some expert. I'm struggling. I'm trying to learn here, too." So I am in awe of these people and am sometimes amazed by the questions they ask. I think that because a lot of my early life was so hard, it enabled me to notice things that do help people.

How difficult is it to remain non-partisan when talking to a president?
 I have my own political persuasions but it's not my place to state them. It's their place to state them. It's my place to stay true to the principles that guide us; the seven decisions in *The Traveler's Gift* work every time. They're principles. They're not ideas. They're not theories. They're not even mine. When I was living under a pier, I began to think life could just be a lottery ticket. When I read the biographies, I found common threads for all these people with courage and success in their lives. Were they born this way or was it just something that unified principles that each of them had in their lives.

What are the principles?
 Accepting responsibility, continuing

without exception – all seven of those things apply to whoever we are.

Did all the successful people display all seven principles?
 No, some followed three or four, some all of them. It was when I realized we could all harness those principles that I started to bank myself out of the but it took a while. I wish I had met And I say: "You and I have met me 25 years ago helped at all."

Whose biography were you actually reading?
 I'm not just blowing them was Winston was Abraham Lincoln King Solomon. And



ANDY ANDREWS
 Hailed by a *New York Times* writer as a "modern day Will Rogers who has quietly become one of the most influential people in America," Andy Andrews is an internationally-known speaker and novelist whose combined works have sold millions of copies worldwide. He has been received at the White House and has spoken at the request of four different United States Presidents.

His latest novel is *Island of Saints* (Thomas Nelson), a tale of war, faith, and, ultimately, forgiveness. In June, he taped a 2-hour special for PBS. Held at the legendary Ryman, the event is based on his "7 Decisions" from *The Traveler's Gift*.
www.andyandrews.com

"LAUGHTER... DISTANT... IT ALLOWS... STEP BACK... AN EVE... DEAL WITH... THEM MOV... —Bob Newhart"

Persist without exception
 Q&A with Andy Andrews

Q How can we learn to change our patterns of action on a daily basis?
A One thing is to make it a decision. When you become aware of the principles of success, you say "I'm going to make these decisions." I discovered seven decisions that make people successful from reading 200 biographies. I asked myself what will happen if I decide to learn them, study them and think about them every day? By doing this, I made these principles part of my life. I'm not a person naturally prone to watching *The Andy Andrews* one to fishing and to you determine that you are dependent on being successful because that wisdom on how to be yourself successful.

Q The Seventh Decision in *The Traveler's Gift* is "persisting without exception." How has persistence paid off in your life?
A The *Traveler's Gift* was the best thing I'd ever done, and I couldn't get it

...you bounce back
 Bored with your school's summer reading list? Check this out! In *The Young Traveler's Gift*, 17-year-old Michael is caught in the wrong place at the wrong time, and he suddenly finds himself facing criminal charges! Michael is wondering how he'll ever recover when he's transported back in time. With the help of extraordinary people such as Abraham Lincoln, Anne Frank and Christopher Columbus, Michael learns how to bounce back from a crisis – and the value of life.

BOOK OF THE MONTH!

ANDY ANDREWS
 THE YOUNG TRAVELER'S GIFT

M 43

use of the creative imagination that God has placed in you. Faith is the same thing, but the reward of faith is to see what you believed come true. Every single thing I've done in my life of any importance has been rejected over and over. It's almost funny now when someone says "No, it won't work" or "It's not worth it." I laugh because it makes me think it'll definitely work.

To me, an easy way to gather some faith in what you're doing is to explore the probabilities of what happens if your critic is right and what happens if you're right. So right and what I did before. If I'm right, I'll achieve my goal, my family will prosper, etc. So your decision to have a decided heart has a ripple effect on others. Some people's lives, including your own, may never change if you decide to give in to the critics.

Q How important are our decisions to success?
A Our daily decisions are the fabric of our lives. They are certainly the speed of our lives. The distance from point A to point B, the time it takes to get to these points, is determined by the speed and accuracy of our decisions. When someone has an undecided heart, they act slowly. When someone has a decided heart, they act quickly. They are people of action.

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Comedian and author's latest book quickly traveling up the best-seller lists



Andy Andrews' *'The Traveler's Gift'* inspiring thousands across the country

By BETH OSBORNE
 Correspondent

ORANGE BEACH — For comedian, speaker and best-selling author Andy Andrews of Orange Beach, 11th grade was a turning point. "That's when I knew I could be a comedian. It was the first time somebody told me I could do it. Somebody instead of what I couldn't do," Andrews said.

Today, Andrews is a successful comedian who has traveled the country with stars including Joan Rivers, Travis, Kenny Rogers, Randy Travis, Garth Brooks and Bob Hope. He has performed live for four different United States presidents, most recently in February for President George W. Bush.

Andrews' shows also inspire...

Comedian, speaker and author Andy Andrews, of Orange Beach, was the guest speaker recently at a meeting of the Orange Beach Friends of the Library. Andrews' newest book, *'The Traveler's Gift'*, was released in November and is now traveling steadily up several best-seller lists. Here, Andrews is seen signing books for Elaine Laurie, center, and Anna Bailey, right, who bought copies for themselves and as gifts for their children.

The Author

Raving Fan Clients

Andy has been a featured speaker for the following businesses (among others):

- Ace Awards
- ADP
- Advocare
- Alexander Reed Construction
- Anthropscopy Association of North America
- America First Credit Union
- American Hospital Association
- American Institute of Real Estate Appraisers
- American Pacific Mortgage
- American Payroll Association
- Ameriprise Financial
- APSE
- Association for Corporate Growth
- AT&T
- Bally's, Las Vegas
- Berlex
- Bill Gaither Family Fest
- Blue Cross Blue Shield
- Blue Ridge Are Food Bank
- Building Champions
- Caesars, Atlantic City, Lake Tahoe, Vegas
- California Apple Growers Association
- Captain D's
- Castleberry Foods
- CEDIA
- Ceridian Corporation
- Chattanooga Bar Association
- Chemical Trade Association
- Cherry Creek Mortgage
- Chick-Fil-A
- Childers Consulting
- Children's Miracle Network
- Cincinnati Insurance, Co.
- CitiCards - Operations & Technology
- Columbus Life
- Community Bankers Association of Georgia
- Consolidated Restaurant Group
- Countrywide Home Loans
- CMD Operations Support
- Craig Michaels, Inc.
- Creative Memories
- Crown Capital Securities
- CTX Mortgage
- Defense Acquisition University
- Dippin' Dots Franchising, Inc.
- Disney World
- D.R. Horton
- Drury Hotels
- Duncan Communications
- DuPont
- Eastman Kodak
- Epcot
- The Ethos Group
- Financial Concepts
- Firestone
- First Command
- General Motors
- Harris Corporation
- Herald & Review Newspaper
- Hobbs/Herder Advertising
- IBM
- Insurance Claims Group
- Ivory Homes
- Jacksonville Bar Association
- Just Say No Foundation
- Kaiser Realty
- Kiwanis International
- Keller Williams Realty Int'l
- Kesselman-Jones, Inc.
- KFC
- Liberty League International
- Lifeway
- LPGA
- Make A Wish Foundation
- Maryland Public Television
- Mattress Firm
- MGM Grand - Las Vegas
- Microsoft Licensing, GP
- Million Dollar Round Table
- National Association of Accountants
- National Bankers Association
- National Association of Club Managers
- National Association of Realtors
- National Association of Teachers
- National Retail Federation
- National Speakers Association
- Occidental Corporation
- Pacific Coast Builders
- Pacific Life Insurance
- PBS
- Phoebe Putney Memorial Hospital
- Pitney-Bowes
- Premiere Designs
- Principal Financial Company
- Proctor and Gamble
- Publix
- RE/MAX Corporation
- RG Mitchell Books
- Resorts International-- Atlantic City
- Ryder Truck Rental
- Saturn
- SBC
- Schlotsky's
- Securities America
- Securities Service Network, Inc.
- ServPro Industries
- Shell Lubricants
- Shuuts & Bowen, LLP
- Sonic Drive-In Chain
- Southeast Alabama Medical Center
- Southeast Intercollegiate Golf Tournament
- The Southwestern Comany
- Speaker Craft
- Special Ops USAF
- Synergy Worldwide
- Tennessee Association of Realtors
- TECO Energy, Inc.
- Touchdown Club
- Trump Castle - Atlantic City
- USAF
- US Army
- Wells Real Estate Funds
- West Florida Advertising Council
- Whirlpool Corporation
- White House Conference for a Drug Free America

Marketing Plan

Andy Andrews Raving Fans

The Noticer is designed specially for Andy’s raving fans who continue to become “brand evangelists,” purchasing multiple copies of each book and talking about its content to others on a regular basis (providing the coveted “word-of-mouth” marketing). An in-depth analysis and discovery process led us to better understand our raving fan, highlighting the archetype of our Brand Lover. The Brand Lover Statement is as follows:

Especially for **Highly-Aware Influential Contributors**, AA Inc., is a divinely-guided enterprise that genuinely empowers, builds confidence, and wows both its customers and team members, helping people find meaningful direction.

The Highly-Aware Influential Contributor (or HAIC), above all else, loves Andy’s work because it helps him/her find meaningful direction, the primary benefit of *The Noticer*. By effectively communicating the primary benefit to Andy’s growing base of raving fans—both online and in the world—*The Noticer* will be positioned to become another best-selling title.

Affinity Groups

***The Noticer* has wide, mass market appeal. Strong target markets include:**

- The 1,000,000 plus readers of *The Traveler’s Gift*.
- The hundreds of thousands of viewers that have seen “The Seven Decisions” PBS special.
- Those who subscribe to Andy’s monthly email newsletter. (Currently over 17,000 subscribers.)
- The millions of readers who purchase self-help, self-improvement, and inspirational books.
- Business people who read motivational books, and those who read authors such as Zig Ziglar, John Maxwell, Robert Schuller, or Norman Vincent Peale.
- People who are multi-level marketers (New Vision, Mary Kay, etc.).

Marketing Plan; Affinity Groups

- People who subscribe to the following magazines: Entrepreneur, Readers' Digest, Guideposts, Success, Saturday Evening Post, Y'all Magazine, Alabama Alive, and other publications of human interest.
- Corporations looking to empower and train their employees-especially the 257-plus businesses that have either heard Andy speak or have purchased bulk orders of *The Traveler's Gift*.
- CEO's, Business and Marketing teachers, and those who study and research business and marketing.
- Millions of others who have seen Andy on television, in Las Vegas, on cruise ships, at corporate events, and at concerts with Kenny Rogers, Joan Rivers, and others.
- Anyone questioning their worth, purpose, or value in life, or those wanting to make a difference and feel like they matter.

Psychographics

The Audience for *The Noticer* will share the following motivations:

1. ***The Disheartened:*** People who have given up on life, developed a negative attitude, and are unable to find any answers to get them to where they would like to be.
2. ***The Skeptics:*** People who question the success in others and continue to wonder if life is simply a lottery ticket where some win and some lose; some get success and happiness while others do not.
3. ***Business Individuals / Entrepreneurs / Achievers:*** Those who are successful in their careers or have found success through the development of their own business ventures.
4. ***The Pioneers, Front-Runners, Innovators and Leaders:*** From the U.S. President to the small business employer, from Camp David to the camp counselor, these individuals understand confidence, optimism, and certainty, and continually search for tools to reach out to their followers and subordinates.

Marketing Plan

Promotional Strategies

Our campaign to promote *The Noticer* will include a multi-pronged approach across numerous communication channels.

Andy will utilize existing media contacts and relationships to promote the book:

TELEVISION EXPOSURE

Andy's products are being promoted by PBS on his own television special, *The Seven Decisions*, which has been airing every three months since December 2005. Andy will also be hosting the Inspirational Country Music Awards Show on November 9, 2006 that will be nationally televised and re-broadcast on other affiliate stations as well.

MAGAZINE FEATURES

Andy is continually being featured in numerous publications where self-help, growth, encouragement and tackling adversity and hardships are usually the topic of discussion. These include *PowerSource*, *Success from Home*, *Alabama Alive!*, *Ya'll Magazine*, and more.

RADIO APPEARANCES

Andy is often interviewed by various disc jockeys across a wide range of demographics, from superstars like Dave Ramsey to Rick and Bubba. Andy has been heard live on the radio by literally millions of people.

E-PUBLICITY STRATEGY

MediaContact will release up to 20,000 e-blasts to radio, TV, and print media. Andy's publicist, Devon O'Day, will be aggressively seeking media opportunities for all of the above-mentioned categories.

Marketing Plan

Marketing Strategies

The following additional marketing strategies will be used to sell *The Noticer*:

INTERNET MARKETING

AndyAndrews.com represents a critical communication channel for Andy and his rapidly growing fan base. Special e-marketing strategies include:

- Drive book sales through e-newsletter communication to Andy's 17,000+ subscribers and through other e-marketing strategies including pay-per-click advertising and search engine optimization.
- Utilize pay-per-click advertising to generate additional traffic.
- Optimize keyword positioning in search engines (especially Google.com) for "The Noticer," "Andy Andrews," and others.
- Continually develop new digital assets related to the IP like the desktop wallpaper images and e-cards that are valuable to our HAIC (and enables them to indirectly promote the book).
- On-going web metrics analysis to optimize the sales conversion rates of this and other AA titles.
- Develop sound bites of Andy to introduce *The Noticer* to online visitors.
- Begin supporting the online community of HAIC through forums, chats and any ways customers want to interact with each other.
- Create comprehensive sales pages that highlight the benefits of the book and offer samples for the visitor.

SPEAKING ENGAGEMENTS

With over two decades of live on-stage appearances, Andy Andrews knows how to reach people. He has performed live for over 5,000,000 people worldwide, and headlined command performances for four US Presidents. Andy has an exclusive contract with Premiere Speakers Bureau, one of the top bureaus in the country, and is an active professional speaker and entertainer reaching over 100,000 people a year through major corporations. His most popular and in-demand presentation is the Seven Decisions Seminar.

Marketing Plan; Speaking Engagements**THE SEVEN DECISIONS SEMINAR**

In response to popular demand, Andy developed this intensive, hands-on corporate training to illuminate the principles of the Seven Decisions for internal analysis and personal discovery. Andy defines the critical qualities that connect the “head” to the “heart” of an enterprise, and shows that a dedicated, fulfilled, and challenged workforce is the surest way to increase profitability.

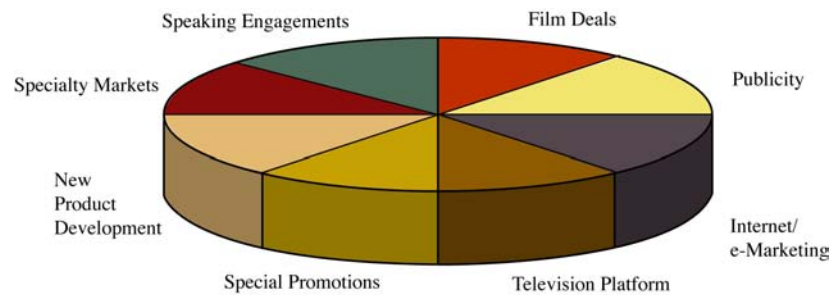
CORPORATE PARTNERSHIPS

We will be leveraging our existing relationships with organizations that are already “raving fans” of *The Traveler’s Gift* and are hungry for follow-up books. Numerous corporations who have purchased bulk orders of *The Traveler’s Gift* and other items of “The Traveler’s Gift Treasury” will be sent a complimentary copy of *The Noticer* with a message inviting them to use this book as a powerful training tool in their organization (thereby purchasing copies by the case).

Where We Are Going

Overall Platform Development Plan

We view the development of Andy's overall platform from a holistic perspective, growing multiple areas of focus simultaneously. The overall platform is illustrated here:



Here are the primary objectives of area of platform development with selected highlights:

PUBLICITY

Key Objective: Generate maximum buzz and interest for Andy and his related books through the major media outlets including: magazine, newspaper, and radio.

E-MARKETING

Key Objective: Establish AndyAndrews.com as a powerful communication tool between Andy and his readers. Our aim is to develop new Brand Lovers and introduce them to the arsenal of Andy Andrews products.

- Promote free readers guide of *The Noticer* to Andy's 17,000+ member mailing list.
- Brainstorm how to implement viral marketing strategies.
- Launch new pay-per-click advertising campaign.
- Continually CANI customer experience and maintain 5% conversion rate.

Where We Are Going

SPEAKING ENGAGEMENTS

Key Objective: Continue to build Andy’s speaking platform in highly creative ways. While Andy’s flagship engagement, the *Seven Decisions Seminar*, will continue to be in high demand, *The Noticer* will present pathways for a new seminar presentation and offer even further opportunity for marketing the book in a variety of corporate settings.

- Support Premiere Speakers Bureau with new materials and availability.
- Promote all Seminars potential corporate clients.
- Continue enhancing press kit material in print and on AndyAndrews.com.
- Create new postcards for corporate mail out.

PRODUCT DEVELOPMENT

Key Objective: Continue producing world-class, life-changing products related to our book offering to serve the existing and growing customer base.

- Develop audio series based on *Island of Saints*.
- Promote and Market audio series based on *The Noticer*.
- Develop and release VIP audio CD- “The Gift” to be given to VIP’s.

TELEVISION PLATFORM

Key Objective: Make progress toward launching Andy into major television markets.

- Continue to support the Producer in facilitating PBS Special.
- Continue to look for television outlets; explore home shopping programs.
- Contact producers of all major shows.

Where We Are Going**FILM DEALS**

Key Objective: Make major progress toward a film deal for each of Andy's books.

- Support Film Team in brokering film deals.
- Face-to-face meeting with Gate Keepers.
- Support StoneCast Entertainment, Inc., the production company that has bought the film rights to *The Traveler's Gift* and *Island of Saints*.

SPECIALTY MARKETS

Key Objective: Continue finding new creative and exciting ways to expand our territory, to reach out to more people, and to touch more lives.

- Support LifeWay/FSI in launching *The Traveler's Gift* Curriculum in schools, institutions and prisons.
- Book Andy at Wal-Mart/Sams convention.
- Meet and brainstorm with Premiere Marketing to come up with exciting ways to reach out to new niches through speaking and writing.

Strategic Partners

Andy has the continued support of a team of seasoned marketing, graphic design, e-commerce, digital media, and publishing veterans. With over a century of combined experience, the Andy Andrews team is ready to do whatever it takes to empower and propel the success of *The Noticer*.



StoneCast Entertainment, Inc., Bill O’Kane, Film Producer

The reach and impact of Andy’s message is reaching multiple media. Transforming Andy’s books into full-length motion pictures offers an unparalleled opportunity to reach more people. Bill O’Kane is prepared to take *The Traveler’s Gift* and *Island of Saints* to the big screen.



Premiere Speakers Bureau, Duane Ward, President

Over the last decade, Premiere Speakers Bureau has emerged as one of the most innovative and effective event solutions services in the industry. Andy is one of Premiere’s most sought-out speakers.

FAUST ENTERTAINMENT CORP.

Faust Entertainment, Pat Faust, PBS Executive Producer

This is a full media company that develops, produces, and consults on high-profile and prestigious television programs, business branding and audience development, CD, home video for worldwide broadcast, distribution and product marketing. Pat Faust conceived and produced the *Seven Decisions* show that airs on PBS.



Nonbox Consulting, Scott Jeffrey, Strategic Advisor

A strategic advisor, brand manager and chaos tamer, Scott Jeffrey of Nonbox Consulting helps move the Andy Andrews adventure forward. Fusing contemporary business think with theoretical science and human-istic psychology, Scott inspires the team to the higher ground in its branding and messaging. The goal: To connect with those who connect with Andy’s message and nurture the thousands of relationships that make up the core of the Andy Andrews organization.

Strategic Partners



Catalyst Edge, Sandi “SB” Dorff, Artist Facilitator

Enthusiasm, skill and a very focused devotion mark Sandi Dorff’s inestimable contribution to the Andy Andrews team. Part of the family for more than 18 years, Sandi is charged with getting Andy to and from the hundreds of engagements he is requested to speak at each year. From travel arrangements to pre-event communications to attending events and escorting the specifics, Sandi’s goal is to ensure a seamless and significant experience for anyone who comes in contact with Andy’s message.



Studio430, Jared McDaniel, Graphic Artist

Jared McDaniel of Studio 430 is in the business of materializing visions and positioning companies effectively in a very crowded, image-oriented marketplace. The graphic design force behind all of Andy Andrews’ products, Jared’s goal is to achieve a standard of visual excellence—using color, textures, space, imagery and typography—across all mediums in which the public encounters Andy’s message.



Merchant Plus, Voxel.net, Zac Smith, President

Zac’s company is responsible for hosting the Andy Andrews Website as well as their online store platform, and works very closely with our Web team to keep online operations running smoothly. His company also does all of the credit card processing for store purchases and live events.



Project83, Nick Francis, Chief Solutions Officer

While the Web may be a tangled array of codes and capriciously constructed infrastructure to the rest of us, to Nick Francis, it is home. Nick’s company, Project83, is responsible for the development and maintenance of the Andy Andrews’ Website and anything related to his online presence. Nick and his team strives to make Andy’s Web presence a powerful, visual representation of his brand and tirelessly work to ensure customers enjoy maximum accessibility to top products and information at any time of the day or night.

Strategic Partners

Global Feature, Josh Smith, Creative Director



Finding innovative ways to deliver compelling messages to the world is the charge of Global Feature. As creative director, Josh Smith is tasked with enlarging the scope, reach and impact of Andy Andrews' message world-wide. A sales and marketing innovator who champions fresh business strategies, Josh develops and deploys strategic marketing concepts and delivers new as well as existing Andy Andrews content through multiple mediums including print, audio, and visual.

Five Star Innovations, Inc., Nancy Miller, CEO



Nancy Miller is the CEO of a Mental Health Organization in Michigan and also one of five founders Five Star Innovations. The company has created companion materials for *The Traveler's Gift* and *The Young Traveler's Gift*-a manual called *The Traveler's Guide* targeting three different markets: Mental health recovery, prisoner re-entry, and at-risk youth.

Yell Records, Doug E. Grau, President



Yell Records released Andy's first nationally distributed CD, *My Life So Far* in March 2002. Doug Grau is the producer of more comedy albums sold than any producer in the industry and handles all of Andy's audio recordings.

Birdsong Creative, Toni Birdsong, Communication Strategist



With nearly two decades of experience as both a journalist and corporate communications strategist, Toni Birdsong brings a host of talents to the Andy Andrews creative team. Toni's signature approach to writing and marketing has attracted businesses ranging from Walt Disney Imagineering to the American Lung Association. Toni is currently helping develop new communication tools to support and enhance the experience of the ever-growing on- and off-line Andy Andrews community.

Strategic Partners

Hippie Chick Twang, Devon O'Day, *MediaContact*



A creative guerilla media team begun with a 30 year professional broadcaster at the helm, joining forces with an award winning songwriter for a fresh practical approach to media that fits. As a career producer of top radio programs teamed with a writer of commercial hits, these women will only pitch to shows, print, or broadcasts which will benefit highly from their guests. A producer, talent coordinator, or editor who gets a call from them should know that they only represent 'A' list and when booked they guarantee a home run for a guest coordinator or story developer!

iConsulting, Cory Carlton, Chief Distribution Officer



Cory Carlton of iConsulting maintains and operates all of Andy Andrews shipping, both domestic and international. Cory coordinates with product manufacturers and maintains a consistent flow of Andy Andrews inventory. The point person for all customer questions regarding product, Cory's process makes shipping easier, more efficient, and friendly.

OcularInk, Kevin Burr, Chief Visual Communicator



Kevin Burr of Ocular Ink is charged with ensuring the Andy Andrews team maintains its rhythm and flow. Responsible for advancing and coordinating Andy's events, organizing incoming correspondence and communicating with venues, Kevin also weighs in daily on the many design and identity projects that affect the overall corporate brand.

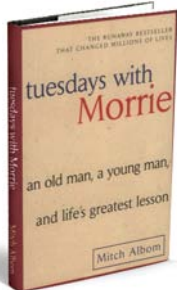
ArtistScope, Jerry Anderson, Chief Production Coordinator



It just seemed natural to employ Jerry Anderson's services in several aspects of Andy's production at live events. He concerns himself with everything from A/V, lighting, sound, mic check, stage and room layout, projectors, big screens, power point, music, cues, etc...so that Andy can concentrate on what he does best...being Andy!

Competitive Analysis

The following books may be considered competition to *The Noticer*.

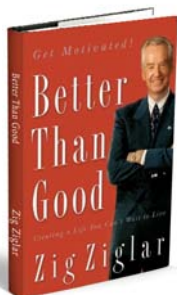


Tuesdays With Morrie

By Mitch Albom (Double Day, August 1997)

Tuesdays with Morrie by Mitch Albom is the chronicle of the author's experiences learning from his late and beloved mentor. Morrie Schwartz, an aged college professor whose life is almost over, resembles a cross between "a biblical prophet and a Christmas elf." Schwartz, a man who truly loves wisdom, is Albom's mentor. *Tuesdays with Morrie*, like *The Noticer*, is the story of a passionate teacher passing a lifetime of wisdom onto his younger student. Both stories approach a variety of themes that include: ways to connect with those you love, how to resolve conflict, how to further knowledge, and ultimately how to create a significant and fulfilling life.

Similar to *Tuesdays with Morrie*, *The Noticer* is a story filled with powerful principals and insights for changing one's life. Both books deliver these lessons through the interaction of teacher and student. *The Noticer*, not only shares valuable lessons with the reader, it also demonstrates the power of these lessons when applied to a human life. Readers literally get to see the author, Andy Andrews, go from sleeping under a pier to living a life that was at one time a dream. This transformation is living proof that readers can apply these same principals to dramatically change their own lives.



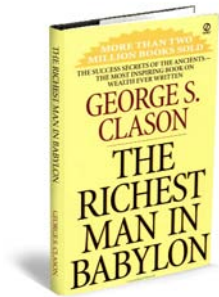
Better Than Good

By Zig Ziglar (Integrity Publishers, April 2006)

In *Better than Good*, Zig Ziglar delivers a powerful and refreshing perspective on what it takes to build life-long success. Ziglar has built a legacy of writing some of the finest books on success including *See You at the Top* and *Over The Top*. Like Ziglar, Andrews writes from the power of personal experiences dealing with and overcoming hardships to discover lasting rewards. Similar to *The Noticer*, by Andy Andrews, Zig Ziglar writes *Better than Good* in a conversational style that is easy to discern key lessons from. Both books illustrate how passion, peak performance, and purpose are key ingredients of living a fulfilled life.

Better than Good, unlike *The Noticer*, draws on and cites scripture to help develop meaning in the book. *The Noticer* points to many of the same principals for successful living that scripture delineates. Instead of sharing these principals through the writings of biblical figures from thousands of years ago, *The Noticer* shares these principals in a more modern-day context that is easy to relate to.

Competitive Analysis

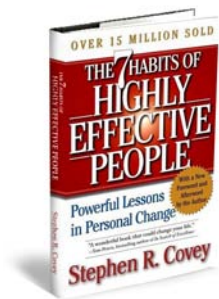


The Richest Man in Babylon

By George S. Clason (Signet, February 2004)

George S. Clason's *The Richest Man in Babylon* is a classic book about the principals that are involved in building a financial fortune. Set in the ancient city of Babylon, Clason effectively delivers a message of financial hope and understanding. *The Richest Man in Babylon* gives readers a front row seat to view the lives of several characters encountering the lessons and struggles of becoming rich. Like *The Noticer*, *The Richest Man in Babylon* is a parable that weaves an assortment of powerful principals into its plot.

The Richest Man in Babylon deals with how a person can become financially successful. *The Noticer*, unlike the *Richest Man in Babylon*, deals with how one can become successful and fulfilled in every area of their life. A few of the subjects covered in *The Noticer* include: how to handle problems, improve relationships, enhance communication, increase love, well being, and a sense of personal fulfillment. Readers of the *The Noticer* will receive a fresh and insightful perspective on how they can change their view of the world, find strength, and move beyond problems.



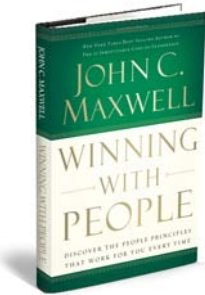
The 7 Habits of Highly Effective People

By Stephen R. Covey (Free Press, November 2004)

The message of *The 7 Habits of Highly Effective People* rings out as true today as it did when it was published 16 years ago. This classic shares a proverbial understanding of how to be successful in business and in life. Covey's message has had broad appeal across a variety of settings including corporations, families, rehabilitative environments and more. *The 7 Habits of Highly Effective People*, like *The Noticer*, is almost like a modern-day manual on how to live a successful and deeply fulfilling life.

The Noticer, unlike *The 7 Habits of Highly Effective People*, shares a powerful message about handling specific real-life problems. The characters in *The Noticer* are real people facing real-life problems in a variety of contexts. These are people and problems that we can relate to, including: a couple whose marriage is teetering on the brink of divorce, a young adult about to give up on life, an elderly individual questioning his usefulness, a business person on the verge of bankruptcy, and a series of other significant obstacles.

Competitive Analysis

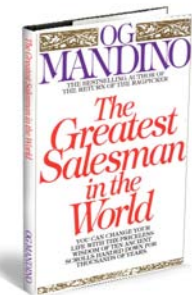


Winning With People

By John C. Maxwell (Nelson Business, January 2005)

Pastor turned leadership guru, John Maxwell, has written a compelling volume on how to initiate and develop strong, compelling relationships. Similar to *The Noticer*, *Winning With People* relates how properly understood and applied principals lead to fulfilling relationships in business, marriage, and friendship. Both Maxwell and Andrews relate their personal experiences as well as the experiences of others to show the workings of these principals in action.

Winning with People reads almost like a *How to Win Friends and Influence People* for our modern-times. In this way, author, John Maxwell effectively shares a blueprint-like rendering of how to build extraordinary relationships. If *Winning With People* is a map of the world of relationships, then *The Noticer* is the compass that shows how to navigate this map. *The Noticer* presents an understanding of how each of us can change our “perspective” and live our lives in exciting new ways.



The Greatest Salesman in the World

By Og Mandino (Bantam Books, January 1983)

Og Mandino and Andy Andrews share similar beginnings. Both lost their parents before the age of twenty-one. These developments brought about some of the toughest of times in both of their lives. Yet tough times seem to be what each of these men were built for. Both used adversity and hardship to develop and further their own understanding of the principals that govern success.

The Greatest Salesman in the World is a compelling story about a collection of ancient scrolls delivered into the life of a young man named Hafid. When applied, these scrolls, will literally change a man’s thinking from the inside out. Mandino’s body of works including *The Choice*, and *The Spellbinder’s Gift* parallel Andrews’ books, because both share life-changing principals in simple meaningful ways through the power of stories.

The Noticer delivers an inspiring message of hope through Jones, the main character, who in many ways represents the voice of wisdom. This is the same voice that helps Andy Andrews move beyond some of the most trying times in his life. *The Noticer* differs from *The Greatest Salesman in the World* in the way it is narrated. Andy Andrews, narrates from a first person perspective. This narration style allows readers to experience the lens of the world through Andy’s experiences. This lens is broadened and enlarged as the wisdom of Jones enters the picture.

The Work*The
Manuscript*

1. **Manuscript status:**
Completed.
2. **Number of Words:**
Approximately 38,000 words.

*Sample
Chapter***Chapter 1**

HIS NAME WAS JONES. At least, that's what I called him. Not *Mister* Jones...just Jones. He called me "young man" or "son." And I rarely heard him call anyone else by their name either... it was always "young lady," "young man," "child," "miss," "missus," or "mister."

He was old, but the kind of old that is difficult to quantify. Was he was sixty-five or eighty-or one-hundred and eighty? And every single time I ever laid eyes on him, he had an old brown suitcase close at hand.

Me? I was twenty-three when I saw him for the first time. He held out his hand, and for some reason, I took it. Looking back on the moment, that act in itself was a small miracle. Any other time, and with any other person, considering my circumstances, I might have cowered in fear or come out with my fists flying. I had been crying and he heard me, I guess. My cries were not the muffled sobs of loneliness or the whimpering of discomfort-though certainly I was lonely and uncomfortable-but the anguished wail that a guy will let loose only when he is sure there is no one around to hear him. And I was sure. Wrong, obviously, but sure. At least as sure as one spending another night under a pier can be.

My mother had succumbed to cancer several years earlier, a tragic event in my life which was compounded shortly thereafter by my father who, neglecting to wear his seat belt, managed to chase my mother into the afterlife by way of an otherwise survivable automobile accident.

The Work; Sample Chapter, Chapter 1

One questionable decision followed another during the confused aftermath of what I saw as my abandonment. Within a couple of years, I found myself on the gulf coast without a home or vehicle, or the financial means to obtain either. I did odd jobs-mostly cleaning fish on the piers or selling bait to the tourists-and showered at the beach or swam myself clean in a pool at one of the hotels.

If it was cold, there was always a garage left open in one of the many empty vacation homes that dotted the beach. Rich people (anyone who owned a vacation home), I soon learned, often had an extra refrigerator or freezer hooked up in their garage. These were not only excellent sources of old lunch meat and drinks, but worked almost as well as a heater when one lay close to the warm air that blew from the fan at the bottom.

Most nights, I much preferred my home underneath Gulf State Park's pier. I had a large hole dug in and smoothed out right where the concrete met the sand. Visualize a monstrous lean-to...it was roomy, absolutely hidden from view, and as dry as anything ever is at the beach. I left my few belongings there-mostly fishing tackle, T-shirts, and shorts-often for days at a time. I never had anything stolen. Honestly, I didn't think anyone knew I slept there. Which is why I was so surprised when I looked up and saw him.

"Come here, son," he said with his hand outstretched. "Move into the light." I shuffled forward, taking his right hand with my own, and eased into the soft glow cast from the sodium vapor bulbs above the pier.

Jones was not a large man-nowhere near six feet-but neither was he small. His white hair fell straight back over his head. It was too long, but had been carefully brushed and smoothed with his fingertips. His eyes, even in the dim light, seemed to shine. They were a clear, crystal blue and framed by a deeply wrinkled face. Though he wore jeans, a white T-shirt, and leather flip flops, the old man seemed "stately"-though even now, I admit this is hardly the word one would use to describe an old man under a pier at night.

As I describe Jones, I might as well go ahead and tell you that I never knew whether he was black or white. I'm not sure why it matters beyond the point of a mental picture for you, but I never asked and never decided if his café au lait col-

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ored skin was the result of genetics or a life lived mostly outdoors. In any case, he was brown. Sort of.

“You crying about something in particular?” he asked. “Maybe *somebody* in particular?”

Yeah, I thought. *Me. I'm the "somebody" in particular.* “Are you going to rob me?” I asked aloud. It was an odd question. More evidence, I suppose, of the level of distrust I directed toward everyone and everything at that time.

The old man’s eyebrows rose. Peering beyond me into the darkness from which I had emerged moments before, he chuckled, “Rob you? I don’t know...you got some furniture or a TV in there I didn’t see?” I didn’t respond. I might have hung my head. Somehow, his attempt at humor made me feel worse. Not that he seemed to care.

He punched me playfully on the arm. “Lighten up, young man,” he said. “First of all, you’re about a foot and a half taller than me so, no, I’m not about to rob you. Second, there is a benefit of not owning a bunch of stuff.” I looked at him blankly. “You’re safe. Not only am I not gonna rob you, neither is anybody else. You got nothing to take!” He paused again, aware that I still was not smiling. In fact, quite the opposite was occurring...I was becoming angry.

The old man changed tack. “Hey, Andy, if I promise not to *ever* rob you, can I have one of the Cokes you have stashed back in there?” He gestured behind me. I stared at him. “Yes? No?” he said. “Please?”

“How did you know my name?” I asked.

“You can call me Jones, by the way.”

“Okay. So how did you know my name? And how do you know whether or not I have any cokes under here?”

“No big deal, really,” he shrugged. “I’ve been watching you for a long time. I been around. And the Cokes are bound to be a product of your late night forays into the garages of the local rich and famous. So...can I have one?”

I watched him for a moment, considering his answer, then slowly nodded

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and retreated into the darkness for his coke. Returning with two cans, I handed one to the old man.

“Didn’t shake it up, did ya?” he grinned. Then, seeing once again that I refused even the slightest smile, he sighed and said, “Lord, Lord. You are a tough one.” Popping the top on the soda, Jones shifted in the sand and crossed his legs. “All right,” he said, taking a long pull from the red can, “Let’s get started.” “Get started on what?” I asked flatly.

Jones set his drink can on the sand and said, “We need to start noticing a few things. We need to check your heart. We need to gather a little perspective.” “I don’t even know what you’re talking about,” I said. “And I don’t know who you are.”

“Fair enough.” He smiled. “Well, let me see now...how do I explain?” He leaned toward me quickly. “As for who I am, call me Jones.”

“You already told me that,” I interrupted. “What I mean-”

“Yeah, I know what you mean. You mean ‘where’d I come from’ and stuff like that.”

I nodded. “Well, this evening, I came from just up the beach a ways.” I sighed and rolled my eyes. Chuckling, he held up both hands in mock protest. “Hang on. Hang on now. Don’t get aggravated at old Jones.” In a softer voice, he added, “okay?”

Accepting my nod, he continued. “I see stuff,” he said. “It’s my gift. While others may be able to sing well or run fast, I notice things other people overlook. And, you know, most of them are in plain sight.” The old man leaned back on his hands and cocked his head. “I notice things about situations and people that produce perspective. That’s what most folks lack-perspective-a broader view. So I give them that broader view, and it allows them to regroup, take a breath, and begin their lives again.”

For several minutes we sat there quietly, peering out at the warm waters of the Gulf of Mexico. I was strangely calm in the presence of this old man who was now lying on his side, elbow in the sand, with his head propped on his hand.

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After a while, he spoke again—a question this time. “So your mama and daddy passed on?”

“How did you know?” I asked in return.

He gave the tiniest of shrugs as if to say *everybody knows*, but I knew they didn’t. Though it alarmed me that this stranger should seem to know so much about me, I shook off the eerie feeling and answered his question. “Yeah, they’re both dead.”

He pursed his lips. “Well...that’s a matter of perspective too.” I questioned him with a look and he continued. “There’s a big difference between ‘dead’ and ‘passed on.’”

“Not much difference to me,” I snorted.

“You ain’t the one who’s passed on.”

“You got that right,” I said bitterly. “I’m the one who’s left.” On the verge of tears again and with a mean tone in my voice, I blurted, “So what’s your perspective on that? Huh?”

Carefully, Jones asked, “Well, why do you think you’re here? In this place, I mean.”

“Because I chose to be,” I tossed out. “My own bad decisions. My attitude.” I stared hard at him. “See? I know all the right answers. So I don’t need to hear it from you. It’s all my fault, okay? Is that what you want me to say?”

“No,” he said calmly. “I was just curious if you had any perspective of your own.”

“Well, no, I don’t,” I said. “I grew up hearing that Bible verse about God putting a person after His own heart where He wants him to be. And He puts me under a pier?” I cursed, then added, “By the way, I caught the reference to the difference in ‘dead’ and ‘passed on.’ I’ve spent more than enough of my life in church, so I get what you’re trying to imply. I’m just not sure I’m buying any of that anymore.”

“That’s okay for the moment,” Jones said soothingly. “I hear you. And I understand why you feel that way. But listen, I’m not selling anything. I’m only

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here for-”

“For perspective. Yeah, I know.”

Jones was silent for a time and I began to wonder if I had been rude enough to shut him down completely. But, no. That was just the first of several chances I gave him to give up on me and leave. But he didn’t.

“Young man?” Jones asked as he brushed a wisp of white hair from his eyes. “What would you think if I told you that, yes, your bad choices and decisions have had a part in your ending up under this pier, but beyond that, under this pier is exactly where you should be in order for a future to occur that you can’t even imagine at this point?”

“I don’t understand,” I said. “And I’m not sure I would believe it if I did.”

“You will. Trust me. One day you will.” Suddenly smiling, he said, “Here’s the thing, son...everybody seems to misunderstand that Bible verse you threw at me a minute ago. Why does everyone think when it says, ‘God will put a person after his own heart where he wants him to be’...that God will put him on a mountaintop or in a big house or at the front of the line?”

“Everybody wants to be on the mountaintop, but mountaintops are rocky and cold. There is no growth on the top of a mountain. Sure, the view is great, but what’s a view for? A view just gives us a glimpse of our next destination-our next target. But to hit that target, we must come off the mountain, go through the valley, and begin to climb the next slope. It’s in the valley that we slog through the lush grass and rich soil, learning and becoming what enables us to summit life’s next peak.

“You’re right where you’re supposed to be.” The old man scooped up a double handful of the white sand and let it pour from his fingers. “It may look like barren sand to you, son, but nothing could be further from the truth. As you lay your head down tonight, you are sleeping on fertile ground. Think, learn, pray, plan, dream. And soon you will become.”

Before he left that night, Jones opened his suitcase, holding it carefully away from my curious gaze, and removed three small, orange, hardcover books.

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“Do you read?” he asked. As I nodded affirmatively, he added, “I’m not asking if you can read; I’m asking if you *do*.”

“Yes,” I said again. “Mostly magazines and stuff, but I do.”

“Good enough,” Jones said. “Read these.”

I looked at what he handed me in the semi-darkness. The titles were names. *Winston Churchill*. *Will Rogers*. *George Washington Carver*. I glanced back up at him. “History books?”

“No,” he said with a twinkle in his eye, “adventure stories! Success, failure, romance, intrigue, tragedy, and triumph-and the best part is that every word is true! Remember young man, experience is not the best teacher. Other people’s experience is the best teacher! By reading about the lives of great people, you can unlock the secrets to what made them great.”

I read *Winston Churchill* until dawn. It was comforting somehow to discover a life that had endured more tragedy and rejection than my own. Neither did it escape me that later in his life, Churchill had met with more than an equal measure of success.

Jones had said goodbye sometime after I started reading. I barely noticed him leave, but in the morning, I wished I had been nicer to the old man. I felt embarrassed and a bit ashamed of myself, but not nearly so devoid of hope as I had the evening before. By nightfall, I had finished *George Washington Carver* and was so tired I slept until the next morning.

That day, I washed boats at the marina and thought constantly about what I had read. I also kept an eye out for Jones, but didn’t see him. Gene, the marina manager, knew Jones well, he said. He told me that the old man had been coming through town for years. “In fact,” Gene said, “Jones was old when I was a boy. And I’m fifty-two.”

I read *Will Rogers* within the next twenty-four hours, but it wasn’t until several days later that I saw my friend again. I was throwing a cast net in the lagoon trying to catch shrimp and mullet minnows to sell for bait when the old man slipped up behind me. “Doing any good?” he said.

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“Hey, Jones!” I exclaimed. “I didn’t hear you come up. Where’ve you been? I already read the books.”

He chuckled at my enthusiasm. (Actually, I was a bit surprised myself that I was so glad to see him.) “Slow down. Slow down. Let me comment,” he grinned. “You didn’t hear me come up because you were splashing around so much you wouldn’t have heard me if I was riding an elephant. As for where I’ve been? I’ve been around-even seen you a couple of times-but I didn’t want to be a bother. And I’m glad you finished the books. Like ‘em?”

“Yes, sir,” I answered. “I really did.”

“Good. I figured you were through with all three by now. I hope you don’t mind...I stopped by the pier and got them. And I left three more.”

“Really?” I said, surprised. “Thanks.”

“You’re welcome. I’m getting them from the library. But I’m picking them out special for you.” Jones then held up a plastic bag he was holding with the suitcase. “You hungry? I got lunch.”

“I’m always hungry,” I said. “Lately, I’ve been a ‘one-meal-a-day’ kind of guy or what my mom used to call an ‘opportunistic eater.’”

“Well, come on,” he said. “Get out of the water. I have a feast.”

The “feast” turned out to be Vienna sausages and sardines. I was hungry so I ate, but I wasn’t exactly thrilled with the fare and Jones knew it. I wondered later if that’s why he brought it in the first place.

We had settled under an oak tree on a high dune, the gulf beach in front of us and the deep blue lagoon wrapping around behind. I wore old tennis shoes, blue jean cutoffs, and no shirt. Jones, with his leather flip flops, and jeans and T-shirt, had added a blue bandanna as a headband. The blue of the headband seemed to make his eyes glow. We could hear the crashing of the surf from where we were and the breeze made the summer temperature just bearable.

“So what are you eating?” Jones said as peered at me with a smile.

I looked up, puzzled. Wiping my mouth with the back of my hand, I swallowed and said, “You know what I’m eating. Same as you.”

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“Really?” The old man said with a sly look. “Somehow I doubt it. But let’s see.” He turned to face me directly and then asked, “What are you eating? And where are you eating it?” Seeing me more confused than ever, he added gently, “It’s not a trick. Just answer the questions.”

I raised my eyebrows and held up my hands as if to say *I still don’t know what you’re getting at* and said, “I guess I’m—”

“No, don’t guess. Just tell me,” he said.

“Okay. I’m eating sardines and Vienna sausages.”

“Where?”

“In the sand.”

Jones smiled. “I thought so.” Nodding then, he said again, “I thought so. Well, the books will help and I believe I can help as well.”

“Jones,” I said shaking my head, “what are you talking about?”

“Your vision, my boy. It’s incredibly cloudy at the moment.”

I was frustrated, but curious. “I still don’t understand.”

He put his hand on my shoulder and said, “I know you don’t. And I wouldn’t expect you to understand.” He leaned close to me. “Because you lack perspective.”

He laughed at the expression on my face, but continued. “Young man, you see only the sand at your feet and what you are eating that you wish were something else. I don’t tell you this as a rebuke; you are very ordinary in your views. Most people are just like you, disgusted with themselves for what they are and what they eat and what they drive. Most of us never stop to think that there are quite literally millions in this world who lack our blessings and opportunities, have no food to eat at all, and no hope of *ever* owning a car.

“The situation in which you find yourself is fraught with difficulty, yes. It’s also piled high with benefits.” Jones paused to ponder a thought, narrowed his eyes, then continued. “Here is a law of the universe—one of many to be sure, but one that is especially applicable to your life at present. Remember, *whatever you focus upon increases.*”

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I frowned, trying to grasp the meaning of his words.

“When you focus on the things you need, you’ll find those needs increasing. If you concentrate your thoughts on what you don’t have, you will soon be concentrating on other things you had forgotten you don’t have-and feel worse! If you set your mind upon loss, you are more likely to lose.

“A grateful perspective brings happiness and abundance into one’s life.” Jones saw the doubt on my face. He put his cans aside and shifted his body to face me directly. “Consider this: When we are happy and enthusiastic, other people enjoy being around us. True?”

“I guess,” I answered.

“No guesses,” Jones stated plainly. “When we are happy and enthusiastic, other people enjoy being around us. Yes or no?”

“Yes.”

“And knowing that one’s opportunities and encouragement come from people, what happens to a person everyone enjoys being around?”

I was beginning to catch on. “They get more opportunities and encouragement?” I ventured.

“Correct,” Jones affirmed. “And what happens to a life filled with opportunities and encouragement?” As I opened my mouth to speak, the old man answered for me. “A life filled with opportunities and encouragement finds more and more opportunities and encouragement and a successful life becomes inevitable.”

Seeing the hope and new understanding in my expression, Jones held up a finger. “I must caution you, however,” he said, “that the opposite of this principle is true as well. When a person is negative, complaining, and disagreeable, other people stay away, true?” I nodded. “And that person receives *less* opportunities and encouragement-because no one wants to be around them. And we know what happens to a life without opportunities and encouragement-”

“Things get worse and worse.”

Jones paused a moment to let the truth of my last realization sink in. “So

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how does one become a person whom other people want to be around? I suggest you ask yourself this question every day: What is it about me that other people would change if they could?”

Thinking for a moment, I had a question of my own. “Jones, what if I get an answer about something I don’t want to change?”

The old man chuckled and replied, “Remember that the question wasn’t about you in the first place. The question was what *other* people would change about you if they could.”

Sensing my uncertainty, he explained, “Look, son, I’m not saying you should live your life according to the whims of others. I’m simply pointing out that if you are to become a person of influence—if you want people to believe the things you believe or buy what you are selling—then those people must at least be comfortable around you. A successful life has a great deal to do with perspective. And another person’s perspective about you can sometimes be as important as your perspective is about yourself.”

For several minutes, we both sat silently, watching the gulls soar overhead, listening to the surf break on the beach. Then Jones began to move, gathering the empty cans and placing them back into the plastic bag. Standing up, he extended his hand and helped me to my feet. “Incidentally, you ate sardines and Vienna sausages in the sand. I dined on surf and turf with an ocean view.” He slapped me on the back. “It’s all about perspective,” he said, smiling.

Later that day, I crawled back into my home under the pier. Laid neatly on my tackle box were three more orange books. Again, they were all biographies. *Joan of Arc. Abraham Lincoln. Viktor Frankl.* I picked up the Frankl book first as I was unfamiliar with him. The book was subtitled “Man’s Search for Meaning.” On the back of the book I learned that Viktor Frankl was an Austrian psychiatrist who survived the Nazi death camps during World War II. His wife, father, and mother were all murdered. *It’s all about perspective.* I could hear Jones’ voice rattling around in my head.

There was a piece of paper folded into the book. As I removed it, I could

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see what Jones had written on the napkin: *Young man, read this one first. I'm proud of you. Jones.*

Tears filled my eyes as I carefully placed the note back in the book. It had been a long time since anyone had been proud of me.

* * *

Today, I can remember distinctly that the next three books were *Harry Truman*, *Florence Nightingale*, and *King David*. Then I was given *Harriet Tubman*, *Queen Elizabeth I*, and *John Adams*. Numbers thirteen, fourteen, and fifteen were *Eleanor Roosevelt*, *Mark Twain*, and *Joshua Chamberlain*. Tucked into the Chamberlain book was a note from Jones simply instructing me to return *Roosevelt*, *Twain*, and *Chamberlain* to the library, which I did. And I checked out *George Washington*, *Anne Frank*, and *Christopher Columbus*.

It wasn't long before I noticed Jones had left.

I looked for him for weeks, finding evidence of his having been around at every turn. Jones had arranged for Nancy, the owner of Sea 'N' Suds, a restaurant on the beach, to fry any fish I brought in. Hush puppies and iced tea were included in my special price. Along with all the crackers I could eat, the price was one dollar.

Additional charter boat captains gave me their boats to wash, and in some cases, their client's fish to clean. Every single time, Jones' name was mentioned. Brent Burns, a songwriter performing at the Holiday Inn, told me one day an old man had pointed me out. The old man, Brent said, had told him I was funny and suggested I might do some standup comedy during his breaks. Could I, he asked? I did, and though I was probably not very good, Brent laughed at my material several times a week and encouraged me with his words and an occasional meal.

The next several years were a blur. I continued to read biographies even though the pier was no longer my shelter. Through the influence of *General George Patton*, *Marie Curie*, *Joshua*, *Caleb*, *Harriet Beecher Stowe*, *Alexander the Great*, *Booker*

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T. Washington, Daniel Boone, and eventually more than two hundred other biographies, I had begun to move my life in a forward direction.

At some point during that time, a crystallizing moment occurred as I read yet another account of the life of some influential, financially secure, highly successful person. A list had formed in my mind unconsciously identifying seven things these great people all had in common-seven principles they had all employed. And I wondered, what would happen to my life if I harnessed the power of these seven principles?

I reasoned that principles work every time, whether we understand them or not. The principle of gravity was working long before the apple ever fell on Newton's head...yet when it did and he understood the principle, we as a society were free to harness that principle to produce airline flight, suspension bridges, and a host of other things.

Continuing this line of thought, I became convinced that the principles of personal success-of parenting, of finances, of relationships-are no different than the principle of gravity. They work every time and they work whether or not I know them...so why shouldn't I harness these principles and apply them in my daily life to create the future God wants for me? So I did.

Therefore, my life today, the life of my family, and whatever success we have enjoyed has been a direct result of the power of seven simple principles. Several years ago, I shared these principles with the world in a book that became a New York Times' bestseller and has since been translated into more than twenty languages. *The Traveler's Gift* is now used by corporations, teams, governments, and individuals all over the world.

It is a story about a family enduring a tragic period in their lives. The father, David Ponder, is allowed to travel through time as he meets with seven historic individuals who are also experiencing turmoil and hardship. These people with whom he meets-among them Harry Truman, Anne Frank, Lincoln, King Solomon, and Columbus-each give him a separate principle to incorporate into his life. And because of these seven principles, David Ponder's life is changed forever.

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So, if you've ever heard me speak at a corporate event or read any of my books and wondered how I came to read more than two-hundred biographies-books that led me to the seven principles-now you know. It was an old man named Jones who took an interest in a young man going through the worst time in his life.

I have thought of Jones every single day now for almost twenty-five years. When I was married, I had hoped he would be there. I wanted him to sit in the front row-where my father would have been. When each of my boys was born, I walked outside the hospital, alone in the half light of the early morning, hoping to find Jones waiting, smiling, ready with advice and comfort about my future as a father. There have been so many times I've wished for just an hour alone with that old man. But I never saw him again.

Until last week . . .

The Work***The Reader's Guide***

Readers of *The Noticer* will also be provided an in-depth Reader's Guide that has been created to facilitate a better understanding of what Jones refers to as "Perspective" throughout the novel. The questions may be used for group discussion or personal reflection and it is Andy's hope that one's understanding of perspective will lead to an extraordinarily fulfilled life and the desire to share these lessons with others.

A brief sampling from the completed Reader's Guide for *The Noticer* has been included below:

General Questions

1. If you could ask Jones one question, what would you ask him? How do you think he would respond? What advice could you give him?
2. Do you think it's easier for people to discuss their problems and intimate details to people they barely know?
3. Why do you think Andy decided to title this book "The Noticer"? Do you think there is any significance to the fact that the word is made-up?

Chapter 1:

1. What would happen if you asked yourself everyday the same question Jones asked Andy when they first met, "What is it about me that other people would change if they could?" Create a list of 10 things that people would change about you if they could. Of these 10 things, which one do you think they would change first?
2. In Chapter 1, Jones reminds us, "Whatever you focus upon increases". Are there areas in your life that could use some refocusing?

Chapter 2:

1. Why does Jones avoid taking credit for Andy's success during their running into each other at Sea N Suds? Instead of taking the credit, he says, "I met Andy when he was a much younger man". Is Jones responsible for Andy's success or is Andy? Why or why not? Who's responsible for your success?
2. Is there somebody important in your life who speaks a different "dialect" than you? Can you think of a specific time where this concept (explained to Jan and Barry) on dialect from Jones might have been helpful in your situation?

Conclusion

Here is Why What Andy Says Works

For decades, countless organizations have utilized a flawed strategy of “specific training” to increase productivity and profits, never understanding why absenteeism, apathy, even outright disloyalty continued to flourish in the rank and file. “We’ve been going about it all wrong,” says Bill Ames, Director of Auto Shows of General Motors, “Why would we expect employees to perform at the highest levels at work when their personal lives are unsatisfactory?”

He then explains: “A person whose marriage is not the best, whose communication with his children is on shaky ground, who has no great hope for a brighter future and is not certain that he is making a difference anyway...this person cannot possibly be as effective or productive a member of the team as he could be. And frankly, no amount of specific training about “how to sell” or “how to lead” is going to change that. But I have watched in awe as Andy Andrews literally changed the lives of a thousand people in ninety minutes.”



The Noticer is a story of a common wisdom that has been all but forgotten in our high-tech, low-touch world. Jones, the main character, speaks to that part of all of us that is yearning to understand why things happen and what we can do about them. Jones helps each of us remember the power we’ve been given to determine how we act and react to the world.

Readers of *The Noticer* will be reminded that problems are precursors to greatness. The vivid illustration of Andy’s transformation from homeless man to living the life of his dreams is evidence of this truth. Jones, or the voice of wisdom, is what helps make this truth become a reality in Andy’s life. Readers will learn to address some of the most fundamental problems in their lives that happen within marriages, finances, relationships and more. Andy Andrews is excited about the opportunity to help his readers redefine their thinking, and thus their results, in exciting new ways.