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For Immediate Release

The Laws of Lifetime Growth

Always Make Your Future Bigger Than Your Past

By Dan Sullivan and Catherine Nomura

Stuck in a dead-end job? Trapped in a relationship headed nowhere? Sitting on your dreams when you should be trying to fulfill them? Why do we stagnate in career and in life?

We look backwards when we should be looking forwards. We let bad experiences make us world-weary rather than seeing an opportunity to learn. We focus on the rewards of success instead of asking what we can do to help the next person. So say the authors of the new book sure to become a self-improvement classic, *The Laws of Lifetime Growth: Always Make Your Future Bigger Than Your Past*

Written by Dan Sullivan and Catherine Nomura of The Strategic Coach, Inc., this compact guide condenses wisdom gleaned from their collective thirty years working with high-powered leaders who know the rewards of personal and professional growth, and refuse to be held back by fear or negative thinking. The Strategic Coach, which runs programs to support entrepreneurs in taking their businesses to the next level, has helped more than 50,000 people in twelve countries.

In their new book, Sullivan and Nomura zero in on the guiding principles of staying positive and motivated for forward movement, with an emphasis on the rewards of giving to others, maintaining gratitude, and finding joy in effort over results.

The Laws include:

Always Make Your Future Bigger Than Your Past

Use your past to continually create a better future, and separate yourself from situations, relationships, and activities that can trap you there. Have a vision that's bigger than what you've done or been (or have been told you can do or be), and make it real.

Always Make Your Learning Greater Than Your Experience

Transform your experiences into lessons that will provide the foundation for better experiences in the future. Failures are opportunities to discover what you should eliminate in the future. Successes show you what to maximize.

Always Make Your Contribution Bigger Than Your Reward

The rewards of success -- money, praise, status -- can be growth stoppers if you allow them to draw your focus away from further efforts, especially those that create value for others. The most abundant growth flows to those who contribute.

More

Always Make Your Enjoyment Greater Than Your Effort

Success doesn't have to be hard earned to be sweet. Try to find work you enjoy, or make any job more pleasant by building in fun, and transforming tasks into games. Your joy will inspire others and bring out remarkable unseen strengths.

Always Make Your Confidence Greater Than Your Comfort

Comfort can be a trap. Though breaks are essential for celebration and rejuvenation, comfort must be viewed as a temporary stage for establishing bigger goals. Have the courage to move into uncharted territory, using small progressive steps to get yourself in motion, and reap the growth rewards.

Growth is a fundamental desire of all human beings. However, internal blocks often present obstacles to growth far greater than external barriers. Wanting to avoid the inevitable pains and failures that accompany growth, people doom themselves to stagnation and limit their potential for happiness. With *The Laws of Lifetime Growth*, a shift in thinking is possible that can help anyone advance from whatever age, stage, or position.

As Sullivan and Nomura write, "What matters most is not whether you achieve the goal, but that the goal gets you striving, because striving leads to growth."

Dan Sullivan is an internationally-known innovator and visionary whose ideas have set the standard in the entrepreneurial coaching industry. He's coached entrepreneurs for twenty-five years, and as cofounder and president of The Strategic Coach, Inc. has helped more than 50,000 people around the world. Sullivan, who has been featured in Fortune Magazine, has written for *Inc.*, among other publications, and is the author of such books as *The 21st Century Agent* and *The Great Crossover*.

Catherine Nomura, an expert on entrepreneurship, joined The Strategic Coach in 1998. In addition to her work with The Strategic Coach, she advises purpose-driven entrepreneurs, helping them turn their growing visions into realities. She is coauthor of *Unique Ability: Creating the Life You Want*, published in 2003.

The Laws of Lifetime Growth: Always Make Your Future Bigger Than Your Past

By Dan Sullivan and Catherine Nomura

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Cloth

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Praise for *The Laws of Lifetime Growth*:

“This little book can change your life, as its principles have changed mine.”

—David Bach, author of the #1 *New York Times* bestsellers *The Automatic Millionaire* and *Start Late, Finish Rich*

“Few teachers and coaches are as clear and profound in their teaching as Dan Sullivan. He is a keen observer of the laws of personal and business success. If you want to live a life of continual growth, wider impact, greater fulfillment, and unimagined success, read this book! Dan and Catherine serve up ten powerful laws that, if followed, will immediately enhance your professional and personal life.”

—Jack Canfield, coauthor of the #1 *New York Times* bestselling book series *Chicken Soup for the Soul®* and author of *The Success Principles*

*“At age eleven, Dan Sullivan observed an airplane in the sky, and asked himself, ‘How far can I go?’ Ever since, he’s been using ordinary questions to produce extraordinary results and teaching others to do the same through *The Strategic Coach Program*. **The Laws of Lifetime Growth** is a definitive example of Dan’s wisdom that has improved my life, and the lives of the people around me. This book is a must-read for anyone, at any age, who is willing to ask the question, ‘How far can I go?’”*

—Barbara Hemphill, author of Kiplinger’s *Taming the Paper Tiger* series

“Dan Sullivan has the remarkable gift of taking what we already ‘know’ but aren’t doing anything about and converting it to user-friendly tools and processes that turn good intentions into real results and superior performance. The book is priceless.”

—Bob Buford, author of *Halftime* and *Finishing Well*, and Founder, Leadership Network