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# Mentorbox

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Scrappy

Get Momentum

Book Marketing...Reinvented

The Revolutionary Science of How to Turn Fear into Health, Wealth and Happiness

The Geography of Genius

My Journey from the Streets to the NBA

Never Shut Up

The 50 Zen Principles of Hand-to-Face Combat

The Warrior Code

The Five "F" Words To Manifesting Your Life

The Regenerative Life

CRUSH IT!

Master Your Money Mind

Growth IQ

The Two Decisions That Move Your Biggest Goals from Possible, to Probable, to Inevitable

Ready to Be a Thought Leader?

How the Science of Mental Preparation Can Help You Succeed

The Miracle Equation

Planet of Slums

Turning Your Ideas Into Realities

How the Best Leaders Make Everyone Smarter

Mentor to Millions

The 7 Empowering Laws of the SalesMaker

The Life, Opinions, and Unexpected Adventures of an NFL Outlier

A Little Book about Choosing to Play Big

A Search for the World's Most Creative Places from Ancient Athens to Silicon Valley

7 Mindsets of Success

Airman to CEO

The \$100 Startup

How to Start When You're Stuck

Got Fight?

Redesign Work, Cultivate Human Potential, Achieve Extraordinary Outcomes

How Vulnerability Unlocks Creativity, Connection, and Performance

Cut the Crap. Face Your Fears. Love Your Life.

The Regenerative Business

Living on Purpose

Ninja Selling

The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling

Unsafe Thinking

Stories about Faith, Fortune, and Fitness That Will Lead You to an Extraordinary Life

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**Mentorbox**

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## **JOCELYN ELLISON**

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Scrappy Hachette Books Thoughts Are Things is a wonderful, motivational text from two acclaimed public speakers and accomplished authors-- Bob Proctor and Greg S. Reid. What mind-set determines whether or

not a person will be successful? Do successful people think differently from those who never reach their potential? How can we change our thoughts so that the result of every thought-- the offspring of thought-- sets us up to win rather than lose? Bob Proctor and Greg S. Reid, authorized by the Napoleon Hill Foundation,

delve deeply into the science and psychology of thought, and how thinking is vitally important to a meaningful, successful life. In their interviews with neuroscientists, cardiologists, spiritual teachers, and business leaders, the authors show in Thoughts Are Things how we can think to live! Get Momentum Grand Central Life & Style

"In *Living on Purpose*, Brandon Steiner explores the three foundational pillars of a satisfying, successful, fulfilling existence: Faith (in yourself and others), Fortune (dreaming BIG and following it through), and Fitness (making positive lifestyle changes). Drawing valuable lessons and strategies from the experiences of famous athletes and coaches, this enlightening guide will help you conquer your fear and get back into the game"--

[www.brandonsteiner.com](http://www.brandonsteiner.com).  
*Book*  
*Marketing...Reinvented*  
 John Wiley & Sons  
 Ditch the failed sales tactics, fill your pipeline, and crush your number  
 Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospectin  
 g. The brutal fact is the number one reason for

failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps

by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You'll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C's of Social Selling and how to use them to get prospects to call you How

to use the simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill

your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting.

It's time to get off the feast or famine sales roller-coaster for good!  
The Revolutionary Science of How to Turn Fear into Health, Wealth and Happiness Nicholas Brealey  
 Maybe It's You picks up where You Are a Badass leaves off -- this no-nonsense, practical manual to help readers figure out not just what they want out of life, but how to actually get there. In Maybe It's You, life coach Lauren Handel Zander walks readers through the innovative

step-by-step process that has transformed the lives of tens of thousands of her clients, and explains how anyone can achieve amazing things when we stop lying and finally start keeping the promises we make to ourselves. Whether readers want to find love, succeed at work, fix a fractured relationship, or lose weight, Zander's method will offer a road map to finally get there. Filled with practical exercises, inspiring client stories, and Lauren's own hard-won lessons, this book

enables readers to identify, articulate, and account for their own setbacks so they can transform them into strengths.

**The Geography of Genius** John Wiley & Sons  
 A New York Times Bestseller, Got Fight? is an hysterical, entertaining, and in-your-face guide to fighting from the most enigmatic and unpredictable fighter in Mixed Martial Arts (MMA). Forrest Griffin is the light-heavyweight champion of the Ultimate Fighting Championship

(UFC) and was the winner of the first season of Spike TV's *The Ultimate Fighter*; in *Got Fight?*, he shows you how he did it. With Erich Krauss, Muay Thai fighter and co-author of "The Prodigy" B.J. Penn's *Mixed Martial Arts: The Book of Knowledge. My Journey from the Streets to the NBA* Harmony Money *Mindset* book by Amber Lilyestrom **Never Shut Up** John Wiley & Sons Closing the sale. Asking for a raise. Nailing the big presentation. Of the 2,000

hours you work every year, your success or failure is determined in the couple of dozen crucial hours when you need to bring your absolute best. Will you? The last few minutes before a major challenge can be terrifying. Ever wished you knew how to make sure you ace the make-or-break test, audition, or interview? We often feel the most powerless just before we're expected to act powerful. As you'll learn in this life-changing book, practice might make

perfect, but perfection is useless if you can't summon it when it counts. Pulling off a great speech or the pivotal at bat also requires the right kind of mental preparation. In *Psyched Up*, journalist Daniel McGinn dives into the latest psychological research and interviews athletes, soldiers, entertainers, and others who, despite years of practice and enviable track records, will ultimately be judged on their ability to deliver a solid performance when it's their turn to shine. For

instance, he reveals... • How Jerry Seinfeld's jacket and Stephen Colbert's pen help them get laughs. • What General Stanley McChrystal said to Special Forces before they entered the battlefield. • Why the New England Patriots hired the DJ from the Red Sox to help them win. Among other counterintuitive insights, McGinn reveals why trying to calm your backstage jitters can be worse for your performance than channeling it into excitement; how

meaningless rituals can do more to prepare you in the final moments than last-minute rehearsal; and how a prescription from your doctor could help you unleash your best skills. Whether you're a sportsperson or a salesperson, an actor or an entrepreneur, one bad hour can throw away months of hard work. There's so much conflicting popular advice that we often end up doing the wrong things. McGinn separates the facts from the old wives' tales and shares new,

research driven strategies for activating your talent, optimizing your emotions, and getting psyched up to take the spotlight.

### **The 50 Zen Principles of Hand-to-Face**

**Combat** John Wiley & Sons

A Brooklyn kid hustles his way to the top of a sports marketing and memorabilia empire. Brandon Steiner went from a kid who sat in the nosebleed seats at Yankee and Shea Stadiums to CEO of Steiner Sports Marketing Inc., one of the largest



sports marketing and memorabilia companies in the United States, with an inventory of more than 10,000 collectibles. You Gotta Have Balls details Steiner's multiple entrepreneurial adventures, where he has both learned and taught others his fair share of "rules." Along the way, he developed some of the most innovative approaches to business—methods that many of today's companies would be wise to observe and employ themselves. You Gotta

Have Balls follows Steiner on his pathway to success by demonstrating the business philosophies that allowed him to become the powerful magnate that he is. These ideals include: First to market is everything Ask "What Else?" when working with clients to enhance relationships and elicit more business Don't expand just for the sake of expanding; do it in areas and industries where your passion lies How to train employees while they're in the minor leagues to prepare them

for the majors Learn to clearly identify ways to help others rather than sell to them, to align employees and partners with their strengths, and to discover a path where you're most likely to succeed.

**The Warrior Code** Hay House, Inc

A powerful and personalized process to improve your life and advance your career Do you sometimes feel stuck, despite real efforts to gain momentum on goals you've set? Momentum means you're doing more

than simply getting things done. It's that feeling of satisfaction, the belief that you can achieve big goals and complete important projects that fulfill you both personally and professionally. Get Momentum coaches you in the mindset, skill set, and toolkit required to make progress on the items you have on your life and work goals faster and easier, while living a less stressful, more meaningful life. The authors, Jodi Womack and her husband Jason Womack, provide valuable

insights into the psychology of change and how to direct your focus to experience fulfillment at work and in life. The authors share what they know having built a successful executive coaching firm together, as well as facilitating leadership workshops in their home town and more than twenty countries around the world. Contrary to the promise of many self-help/business books, they believe there is no one-size-fits-all recipe for success. Get Momentum

teaches you how to make proactive changes based on the solid foundation of your own "quality of life" criteria. Jodi and Jason offer clear, step-by-step guidance on how to define your personal criteria so that you can Get Momentum, improve your life and enhance your career. You will learn how to: Answer the Call (What to do when you say "Someone should do something about this!") Organize a Team and Gain the Perspective of People You Trust Measure Something (Just Not

Everything At Once)  
Experiment Specifically  
and Practice Deliberately  
Build Momentum,  
Recognize Your Wins, and  
Pay It Forward With  
kindness, accountability  
and encouragement, Get  
Momentum will help you  
tap into your natural way  
of being to achieve  
professional goals and  
personal experiences that  
are on your bucket list,  
living a life you're proud  
to share with others.  
[The Five "F" Words To  
Manifesting Your Life St.](#)  
Martin's Press  
In today's work

environment, the lines  
between our professional  
and personal lives are  
blurred more than ever  
before. Whatever is  
happening to us outside  
of our  
workplace—whether  
stressful, painful, or  
joyful—follows us into  
work as well. We may  
think we have to keep  
these realities under  
wraps and act as if we  
"have it all together." But  
as Mike Robbins explains,  
we can work better, lead  
better, and be more  
engaged and fulfilled  
if—instead of trying to

hide who we are—we  
show up fully and  
authentically. Mike, a  
sought-after motivational  
speaker and business  
consultant, has spent  
more than 15 years  
researching, writing, and  
speaking about essential  
human experiences and  
high performance in the  
workplace. His clients  
have ranged from Google  
to Citibank, from the U.S.  
Department of Labor to  
the San Francisco Giants.  
From small start-ups in  
Silicon Valley to family-  
owned businesses in the  
Midwest. From what he's

seen and studied over the years, Mike believes that for us to thrive professionally, we must be willing to bring our whole selves to the work that we do. Bringing our whole selves to work means acknowledging that we're all vulnerable, imperfect human beings doing the best we can. It means having the courage to take risks, speak up, have compassion, ask for help, connect with others in a genuine way, and allow ourselves to be truly seen. In this book, Mike outlines

five principles we can use to approach our own work in this spirit of openness and humanity, and to help the people we work with feel safe enough to do the same, so that the teams and organizations we're a part of can truly succeed. "This book will offer you insights, ideas, and tools to inspire you to bring all of who you are to the work that you do—regardless of where you work, what kind of work you do, and with whom you do it. And, if you're an owner, leader, or just someone who

wants to have influence on those around you—this book will also give you specific techniques for how to build or enhance your team's culture in such a way that encourages others to bring all of who they are to work."

*The Regenerative Life*

Harper Collins

2018 Axiom Business Book Award Winner, Gold Medal Stop Selling! Start Solving! In *Ninja Selling*, author Larry Kendall transforms the way readers think about selling. He points out the

problems with traditional selling methods and instead offers a science-based selling system that gives predictable results regardless of personality type. Ninja Selling teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. Ninja Selling is an invaluable step-by-step guide that shows readers how to be more effective in their sales careers and

increase their income-per-hour, so that they can lead full lives. Ninja Selling is both a sales platform and a path to personal mastery and life purpose. Followers of the Ninja Selling system say it not only improved their business and their client relationships; it also improved the quality of their lives.

**CRUSH IT!** Penguin Bryan Heathman is the CEO of Made for Success Publishing and the author of Conversion Marketing; Convert Website Visitors into Buyers. Bryan's

Fortune 500 marketing career includes companies with powerful brands including Microsoft, Eastman Kodak Company and Xerox. With hundreds of marketing campaigns to his credit, Bryan's marketing advice is sought-out by authors worldwide.

Master Your Money Mind  
Rowman & Littlefield  
Forewords by: Cheryl Y. Kiser, Babson College & Michiel Bakker, Google  
Courageous leaders today are calling for a disruptive yet effective way of working: one that unlocks

significant new levels of innovation, delivers enduring financial results, and creates exceptional customer loyalty while simultaneously building human capacity to contribute to on-going positive change. The good news is there is a proven, but infrequently taken, path. Through a fundamentally contrasting paradigm, Carol Sanford shows leaders why today's so-called business "best practices" undermine success-and then, how to transform their business into

something so flexible, so innovative, so developmental, it becomes virtually non-displaceable in the market. The Regenerative Business is built by connecting every person in the business to the "essential core" of that business - its unique foundation for innovation and market power. This provides the fulcrum for an organizational culture that embraces the internal destabilization and discomfort that comes with responding creatively to the

unfamiliar. The payoff for doing so is a motivated and innovative workforce that is prepared to take a business to the top of its industry - and stay there. Carol's work focuses on what fundamentally fuels the organization: the capacity and capabilities of the people within it and the design of work to empower them. She defines these for readers and shows that when these are internally developed, you change who people are and what they are able to take on, which she calls "promises

beyond able-ness." She shows through many cases drawn from her work that by implement this all-encompassing way of working, businesses are able to have a positive impact beyond the bottom line, to the broader marketplace and the communities in which they operate.

**Growth IQ** Made For Success Publishing  
The bestselling author of *The Miracle Morning* shares the secret to unlocking your full potential—all day, every day. "A simple, proven

formula for creating extraordinary results in your life."—Lewis Howes, *New York Times* bestselling author of *The School of Greatness* Even after the incredible success of his book *The Miracle Morning*, Hal Elrod realized that he still had more to share with the world. What he had discovered was a timeless but overlooked formula for success. The world's top achievers have used it for centuries. He used it to thrive against seemingly insurmountable odds, from overcoming

life-threatening health challenges to near financial collapse. That formula is *The Miracle Equation*, and it couldn't be any simpler:  
Unwavering Faith + Extraordinary Effort = Miracles  
By establishing and maintaining Unwavering Faith that you can achieve anything you desire, and then putting forth Extraordinary Effort until you do, you'll create results beyond what you believe to be possible. In *The Miracle Equation*, you'll learn how to •  
Replace fear with faith •

Move from resistance to acceptance • Let go of negative emotions • Turn off your stress response • Overcome your limitations to unlock your limitless potential • Develop emotional invincibility • Grow from happiness, which is fleeting, to inner peace, which is lasting  
 And with the Miracle Equation 30-Day Challenge to guide your way, you'll create a step-by-step plan to actualize your miracles and become the person you need to be in order to succeed. No goal is out of reach!

Praise for The Miracle Equation "The Miracle Equation isn't just a book, it's the formula that I myself have used to achieve greatness beyond what I ever believed was possible. Hal Elrod has taken the mystery out of miracles and gives you a simple, proven formula for creating extraordinary results in your life. Highly recommended."—Lewis Howes, New York Times bestselling author of The School of Greatness  
 "You're only two decisions away from achieving everything you want. And

my friend, Hal Elrod, has simplified these two decisions into a simple equation for achieving results. Follow it, and your success is virtually guaranteed. If you want your biggest goals to move from possible, to probable, to inevitable, you better read The Miracle Equation."—Mel Robbins, bestselling author of The 5-Second Rule  
*The Two Decisions That Move Your Biggest Goals from Possible, to Probable, to Inevitable*  
 Simon and Schuster



Dear Friends. Pay attention, please. I have no z-e-r-o doubt that The Regenerative Life will be a solid-gold winner. --Tom Peters The world often falls short of how we'd like it to be, and our ability to make even just a little difference can seem limited. Sometimes it feels like you need to be a super-hero to achieve anything meaningful. But what if by re-conceiving what you do, you could change the world for the better? In THE REGENERATIVE LIFE, Carol Sanford shows you how to

fundamentally change the roles you play in society, enabling you to do more than you ever believed possible; grow yourself and others, provide astounding innovations for your clients, children and students, generate extraordinary social returns, become more creative, and bring new life and opportunity to everything around you. THE REGENERATIVE LIFE teaches you to see your roles differently: stripping away all preconceptions of how it should be done, understanding what your

role is at its core, and building yourself back up to become something new; something so grounded, inspiring, and resilient, it can change the world.

**Ready to Be a Thought Leader?** Post Hill Press Celebrated urban theorist Davis provides a global overview of the diverse religious, ethnic, and political movements competing for the souls of the new urban poor. **How the Science of Mental Preparation Can Help You Succeed** Currency

NEW YORK TIMES BESTSELLER • An inspiring personal story of redemption, second chances, and the transformative power within us all, from the founder and CEO of the nonprofit charity: water. At 28 years old, Scott Harrison had it all. A top nightclub promoter in New York City, his life was an endless cycle of drugs, booze, models—repeat. But 10 years in, desperately unhappy and morally bankrupt, he asked himself, "What would the exact opposite

of my life look like?" Walking away from everything, Harrison spent the next 16 months on a hospital ship in West Africa and discovered his true calling. In 2006, with no money and less than no experience, Harrison founded charity: water. Today, his organization has raised over \$400 million to bring clean drinking water to more than 10 million people around the globe. In Thirst, Harrison recounts the twists and turns that built charity: water into one of the most trusted

and admired nonprofits in the world. Renowned for its 100% donation model, bold storytelling, imaginative branding, and radical commitment to transparency, charity: water has disrupted how social entrepreneurs work while inspiring millions of people to join its mission of bringing clean water to everyone on the planet within our lifetime. In the tradition of such bestselling books as *Shoe Dog* and *Mountains Beyond Mountains*, *Thirst* is a riveting account of how to build a better

charity, a better business, a better life—and a gritty tale that proves it's never too late to make a change. 100% of the author's net proceeds from Thirst will go to fund charity: water projects around the world.

*The Miracle Equation*  
Verso Books

Kevin Harrington, one of the original "sharks" of the TV hit Shark Tank, and serial entrepreneur Mark Timm take you on a journey that radically redefines what it means to truly succeed—at work, at home, and in every

area of life. On one of the best days of his life as an entrepreneur, Mark Timm found himself sitting in his car at the end of his driveway. In just a minute he would go into the house and greet his wife and children. But as he basked in the success he'd just had, he also had to face a surprising realization: he didn't really want to go home. Mark knew that once he stepped into the happy chaos of his family, the euphoria of the day would evaporate. His work life and his home life might as

well have been two different worlds. And at that moment, he acknowledged--as he puts it--that "my businesses were getting my first and my best, while my family got my last and my least." Mentor to Millions charts Mark's journey from that pivotal moment to a whole new understanding of how work, life, and relationships can coexist and thrive together. His guide through this journey: his accomplished mentor, Kevin Harrington, one of the original "sharks" from Shark Tank,

who shares amazing stories and imparts invaluable wisdom about how to win in business and in every area of life. This deeply personal, easy-to-follow book invites you to join Mark and Kevin on the journey. Every page pulls back the curtain on entrepreneurship at the highest level, revealing priceless business lessons--which lead to the biggest lesson of all: combining the best of business, family, and personal life. If you're succeeding in business,

struggling, or just starting out, and want your life at home to be what you've always dreamed it can be, this is the lesson you need to learn: the most valuable business you'll ever own, work for, or be a part of isn't the business you go to every day, it's the one you go home to. *Planet of Slums* Greenleaf Book Group  
We all have entrenched Beliefs, Values, and Illusions (BVIs), which elicit a reflex reaction when signals from others come to us. Riordan explains how to escape

the certainties of someone else's opinion to regain the freedom that comes from having an open mind, which allows you to be receptive every time you receive a signal. Using proven concepts that can apply to companies both large and small, Riordan will show you: · How our BVIs are established · The burden of proof to require for assumptions · How desire, delay, and defense drives bad decisions in corporations · The energy equation in the enterprise · Why so many people are

battling for the control of the human mind and its actions Signals will show you how to question your BVIs, allowing you to bring new authenticity to your facts and a new awareness to your workplace.

### **Turning Your Ideas Into Realities** Verso

For those times when hard work and persistence just aren't enough, Terri Sjodin offers an inspiring guide to getting scrappy

and beating the odds. Terri Sjodin loves scrappy people -- those who beat the odds with a blend of cleverness and fighting spirit. People who see big problems and come up with big solutions. People like the clever Girl Scout who sold 117 boxes of cookies in two hours outside a medical marijuana dispensary, or the entrepreneur who turned his home into an indoor jungle to sell investors on the

Rainforest Cafe Restaurant chain. It can seem like these successes are just one-off acts of ingenuity or isolated flashes of brilliance. But today it takes more than just creativity, more than just persistence, more than just a dream to reach big goals -- it takes a mindset and a strategy. Sjodin explains the common elements behind every successful scrappy effort.