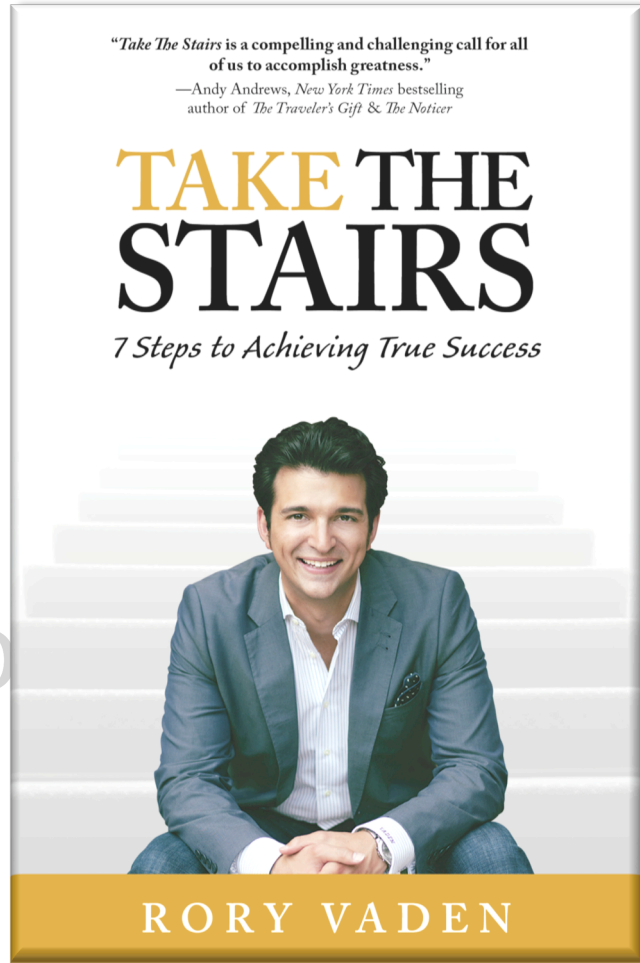


Rory Vaden



Take the Stairs  
7 Steps to Achieving True Success

Success is a choice that is as simple as deciding to *Take the Stairs*

*Self Discipline Strategist* and author Rory Vaden shares the truth about what it takes to be successful by exploding common misconceptions that ordinary people have about Self-Discipline

## WHAT TO KNOW TO SOUND LIKE YOU'VE READ THE BOOK

We live in an escalator world of “get rich quick”, “magic pills”, and “secret formulas”. And in our constant search for convenience and making things easier, we are actually making them worse. Procrastination abounds, costing us millions in lost productivity. A lack of personal accountability causes many of us to ignore the inevitable consequences that result from living unhealthy lifestyles. Broken promises and failed commitments continue to not only damage our workplaces and economic environments, but also our families and personal relationships as well.

Meanwhile, the noise and distraction that come with the speed of which life is moving creates higher and higher levels of stress and anxiety in every thing that we do. Our time is stretched as thin as ever and after having tried all of the latest diet plans, fitness contraptions, money-making schemes and success gimmicks we're left wondering...

## WHAT IS THE TRUE PATH TO MAKING MY LIFE EASIER?

VADEN shares a refreshing and slightly irreverent message that the truth about successful people is that they have simply developed the skill to do the things they know they should be doing even when they don't *feel* like doing them. Successful people have the discipline required to get things done regardless of their emotional state. In short successful people *Take the Stairs* while others waste time looking for the escalator.

But self-discipline isn't as hard we all think, once we learn to think about it the right way. The seven incredibly empowering and unique insights shared in this book are transforming the way people think about work. This timely message has everyone realizing – many for the first time- the great paradox that the most guaranteed path to success and the easy life is to *Take the Stairs*.

## SEVEN STRATEGIES TO ACHIEVING TRUE SUCCESS

1. **The Paradox Principle of Sacrifice** – The short term easy leads to the long term difficult while the short term difficult leads to the long term easy. Leverage long-term vision to endure short-term sacrifices.
2. **The Buy-In Principle of Commitment** – The more we have invested into something the less likely we are to let it fail. Increase your commitment by creating the question “*how* is this possible?” rather than relenting to the question “*is* it possible?”
3. **The Magnification Principle of Focus** – Focus is power. Spend time developing clarity about what you want most in life because the amount of our endurance is directly proportionate to the clarity of our vision.
4. **The Creation Principle of Integrity** – You think it, you speak it, you act, it happens. Become relentless at creating congruence between your words and your actions.
5. **The Harvest Principle of Schedule** – Focused effort is amplified by appropriate timing and regimented routine. Let go of the myth of *balance* and start living your life by the law of *seasons*.
6. **The Perspective Principle of Faith** – Our ability to have peace is directly proportionate to the term of our perspective. Manage tragedy and setbacks by realizing that without the ability to see the entire future, we aren’t entitled to evaluate why things happen today.
7. **The Pendulum Principle of Action** – It doesn’t matter what we say we believe our real beliefs are revealed by how we act. Cultivate the habit of action by being relentless about making progress while at the same time completely freeing yourself of the demand for perfection.

Finally, make permanent change by embracing:

**The Rent Axiom** - Success is never owned, it is only rented; and the rent is due every day. Know confidently that today is the hardest it will ever be and that one-day your appetites will change. One day you will *crave* the thing that was originally a *sacrifice* and what was once an *indulgence* you gave up later won't even be a *temptation*.



## INTERVIEW TOPICS for Rory Vaden

Here are several possibilities for features, articles, columns, shows, and segments on which VADEN can work closely with business and consumer media.

**Overcoming Procrastination** – *How much is procrastination costing you? Learn about the 3 modern day forms of procrastination and what to do about it!*

According to a recent anonymous survey of 10,000 US employees, the average person self-admitted to wasting 2.09 hours each day at work. Based on the average salary of the workforce that means procrastination costs employers \$10,396 per year PER EMPLOYEE! As it turns out procrastination is the most expensive invisible cost in business today. And there is an even more dangerous and pervasive form of unconscious procrastination in the world today that Rory calls Creative Avoidance – find out what it is and how to eliminate this extraordinary cost.

**Creating Sustainable Personal Change** – *Gain insight into why resolutions and goals rarely work and share with your audience the solution to lasting change.*

The primary key to enforcing personal change is understanding the enemy that is perpetually working against you – The Law of Diminishing Intent. Our intent to make a change is highest the moment we create that intention and the over time it naturally starts to fade. Any resolution that is made today must again be made tomorrow, and the next day, and the next day – which is why the benefit of accountability is so powerful.

**Next Generation Time Management** – *Discover the attitude that the most successful people in the world have as it relates to how they spend their time.*

Next Generation Time Management is more about deciding what *not* to do than what *to* do. So much of our attitude about time has been incorrectly shaped by the modern day myth of *balance*. Balance is futile because the metaphor implies equal force in opposite direction; but in practice very few things related to our time are *equal*. Learn why balance is *NOT* equal time across equal activities but rather *appropriate* time across *critical* priorities.

**Dealing with tragedy, setback, and failure** – *Uncover the unique secret that the most productive people in the world share that allows them to have extraordinary peace.*

We spend so much of our life wrestling with guilt, resentment, shame, and doubt about *why* things have happened the way they have. We lose sight of the fact that often times, looking back, things are working out for the better. Learning to increase our perspective by accepting that less the ability to see the entire future we aren't entitled to evaluate why things happen today brings life-changing peace.

*"This book won't let you off easy - and that's why it's great. Rory Vaden gives readers what they need to get focused and tackle problems head on - and win."* - **Keith**

**Ferrazzi, bestselling author of Never Eat Alone and Who's Got Your Back.**

*"Take the Stairs will change the way you work and live. Rory Vaden has created a gem of a book that will inspire you to do the little extra things that make a HUGE difference. This book gives you a solid plan for success. Two words, BUY IT!"* – **Chester Elton, Best-Selling co-author of "The Carrot Principle" & "The Orange Revolution"**

A person destined for MEDIOCRITY:

- Spends their time constantly searching for the "shortcut" of the escalator
- Consistently approaches commitments and choices with the attitude of "should I" rather than "how will I"
- Is waiting for the perfect set of circumstances so they rarely even get started
- Allows themselves to get caught up *being busy just being busy*

#### ABOUT THE AUTHOR

Rory Vaden is a Self-Discipline Strategist, Author, and Business Motivational Speaker whose insights have been shared on Oprah radio, in Businessweek, and in SUCCESS™ Magazine. Rory has degrees in Business Management, Leadership, and an MBA. He is also the Co-Founder of a multi-million dollar international training company, *Southwestern Consulting®*. As a two time world champion of public speaking finalist for Toastmasters International, Rory has shared his compelling "Take the Stairs" message on the same stage as John Maxwell, David Allen, Keith Ferrazzi and he's done special programs for both Zig Ziglar, and for Dave Ramsey's companies. Rory is also leading a rapidly growing international social movement called the Take the Stairs World Tour in which he is raising money for youth character education programs by climbing stairs all over including the 10 tallest buildings in the world.

Rory's new book "Take the Stairs: 7 Steps to Achieving True Success" is from Penguin publishing and comes out February 7<sup>th</sup>, 2012.

## SUGGESTED INTERVIEW QUESTIONS

1. What do you think is the biggest challenge facing business today?
2. According to your experience what is the key to success?
3. How did you get to where you are? How is your personal experience one that lends itself to the study of self-discipline?
4. You've described "Take the Stairs" as a methodology that is also a great paradox. Can you explain that?
5. One of my favorite things in your book is the concept of creative avoidance. What is that and how do we watch out for it?
6. Do you think self-discipline is something that can be learned and developed or is it something that you are born with?
7. Can you talk to me a little bit about what separates those who keep their commitments from those who don't?
8. I've heard you mention that there is a perpetual enemy we face in our life that is working against us from taking action. Can you introduce that to us and share with us what the remedy is?
9. It was surprising to me to see that Faith and Perspective was one of the 7 core strategies of a "Take the Stairs" mindset. Can you explain to us how that applies to success?
10. Tell us about your "Take the Stairs tour." What is it all about?
11. One of the most popular concepts you share is your Rent Axiom. Can you explain that?

*"I always say that personal finance is only 20% head knowledge—and 80% behavior. Behavior change is hard, because it requires something a lot of people are missing these days: self-discipline. If you want to make a change in your money, business or relationships, do not miss Take the Stairs. It gives you the tools you need to take control of the only person holding you back: yourself!"* —**Dave Ramsey, host of The Dave Ramsey Show and best-selling author of The Total Money Makeover**

*"This book on self-discipline shows you how to develop the courage, character and determination you need to succeed in anything you attempt. It can change your life!" --*

**Brian Tracy, New York Times bestselling author of *Eat That Frog***

*"'Get rich quick, easy and painlessly'. Don't be fooled. There is no escalator to the top. This book will tell you the truth about what it really takes to become a massive success in every area of your life--if you choose to Take the Stairs." --*

**Darren Hardy, Publisher *SUCCESS Magazine*, bestselling author of *The Compound Effect***

What could you accomplish in your life by just having a little more self-discipline?

This book can help your audience to:

- Make more money
- Have more peace
- Increase their confidence
- Manage time more effectively
- Get in better shape
- Eliminate financial debt
- Have stronger relationships
- Develop more freedom in their life
- Be happier and successful overall

This book includes recounts of personal interviews with 8 "Ultra Producers" including: an entrepreneur with 6 companies listed on the NYSE, the CEO of UnitedHealthcare, and top salespeople like the #1 producers in the world for Raymond James and Keller Williams.