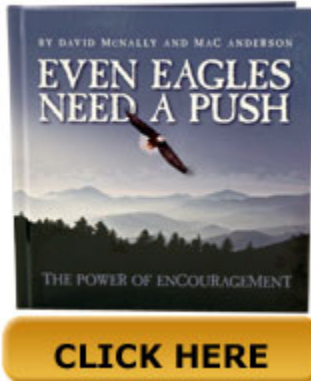


Even Eagles Need a Push...

New Release



"You never know when one kind act or word of encouragement can change a life forever."
Zig Ziglar

We've all seen it, or felt it, at some point in our life; how just one moment of encouragement can change a life forever. **It can be the greatest gift you'll ever give...or receive.**

That's why I jumped at the chance to write this book with my friend, David McNally. I have always loved David's beautiful story about the mother eagle's supreme act of love... "The Push," when her offspring were ready to leave the nest and fly. Our goal in this book is to inspire you to truly understand the power of encouragement by sharing many wonderful stories about how it can make a difference.

Today, I'd like to share my story about that "moment" and how it impacted my life.

Excerpt from *Even Eagles Need a Push*, by David McNally and Mac Anderson

"Where Do I Go From Here?" By Mac Anderson

The year was 1998. It had been difficult...to say the least. The business (Successories) was struggling and I had just been diagnosed with prostate cancer. As we all know the "c word" gets our attention.

I was trying to re-evaluate my life and decide...where do I go from here? After some real soul searching, I decided to hire Gary Rovanssek to run the day to day at Successories so I could step down into an advisory role. I had been an entrepreneur for 25 years, fighting many battles along the way...but I was yearning to move in a different direction. Don't get me wrong, I had loved doing what I was doing, but cancer always makes you re-evaluate your priorities in life. I wanted to relax and think for a while about plan B.

For almost 2 years, I did just that. I'm thankful to say that after treatment my cancer was in remission. Those 2 years felt wonderful! It gave me the opportunity to unclutter my brain to re-visit some of the good things I had done and some of the mistakes I had made. But even though my "semi-retirement" felt good, I knew I wasn't being fulfilled. At the same time, my time off caused me to ask myself some questions; Am I ready to fight more battles? **What could I do to fuel my passion to reinforce the positive in the world? Is it possible I could fail? Do I want to take that risk?**

All of these thoughts and others were causing me to sit on the "fence of indecision." It didn't feel good, but to be perfectly honest, at this point in my life, I didn't have the courage to take action. **I think we've all been there.**

I got a call from Rich Rush, who was our VP of Production at Successories. Rich said, "Mac, I haven't talked with you in a while and I'd love to buy you lunch."

The following week we got together, and during lunch Rich asked the question, "Mac, what do you plan to do with the rest of your life?" Not knowing exactly what to say, I said, "I might just sit it out, and relax a bit." I'll never forget his face when he looked up and said, **"You can't do that! You've got too much to say that could make a difference in the lives of too many people. You'll be cheating yourself and many others if you don't use the talent God has given you."**

After lunch, I found myself doing a lot of thinking about what Rich had said and I knew I couldn't just sit on the sidelines and let my life go by without giving my passion another shot.

I've often thought, without that conversation, would there be a Simple Truths today? Would I have had the opportunity to write the books that I've written, and would I have had the honor to speak to hundreds of corporate audiences? I don't know for sure, but I think the answer would be no.

For some reason that day those words of encouragement turned the switch from "off" to "on" and shoved me right off the fence onto a new path that I love. In fact, I can say without a doubt, these years have been the most rewarding of my life.

Just knowing what that day did for me is one of the reasons that I readily embraced the chance to co-author this book with my friend, David McNally.

For more information or to find out how you can get a free autographed copy of **Even Eagles Need a Push**, just [click here](#).

To Life,



Mac Anderson
Founder, Simple Truths

NOTE: If you received this email from a friend and want to join our list please [click here](#).



MAC ANDERSON is the founder of Simple Truths and Successories, Inc., the leader in designing and marketing products for motivation and recognition. These companies, however, are not the first success stories for Mac. He was also the founder and CEO of McCord Travel, the largest travel company in the Midwest, and part owner/VP of sales and marketing for Orval Kent Food Company, the country's largest manufacturer of prepared salads.

His accomplishments in these three unrelated industries provide some insight into his passion and leadership skills. He also brings the same passion to his speaking where he speaks to many corporate audiences on a variety of topics, including leadership, motivation and team building.

Mac has authored or co-authored twelve books, which have sold more than 3 million copies. They include: *212°...The Extra Degree*, *Change is Good...You Go First*, *You Can't Send a Duck to Eagle School*, *The Power of Attitude*, *The Essence of Leadership*, *The Nature of Success*, *The Dash*, *Charging the Human Battery*, *Finding Joy*, *Customer Love*, *Motivational Quotes* and *Learning to Dance in the Rain*.

For more information about Mac, visit www.simpletruths.com.