



The Fred Factor: How passion in your work and life can turn the ordinary into the extraordinary

Mark Sanborn

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Seize the chance to be extraordinary.

Who has made the biggest difference in your life? Whose words and actions have uplifted and motivated you to excel? Chances are it was someone like Fred the postman--so outstanding in his service that Mark Sanborn realized this mail carrier could be an example for any person wanting to be extraordinary.

The "Fred factor" is summarized by four principles that will release fresh energy, enthusiasm, and creativity in your career and life:

- Make a Difference
- Build Relationships
- Create Value
- Reinvent Yourself

You, too, can apply *The Fred Factor* to enrich the lives of customers, co-workers, friends, and family members, as well as reach new levels of personal success yourself. Sanborn also shows how to discover and develop other "Fredes.

Why not become a "Fred" yourself? You will turn the ordinary moments of life into extraordinary opportunities to make a difference in the world.

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