

# 8 to Great: The Powerful Process for Positive Change by MK Mueller



## Tip Sheet

**“8 to Great is powerful from cover to cover.**

**MK Mueller has turned ancient wisdom into modern day tools in one of the most original presentations**

**I have ever read.”** —Mike Dooley, featured in *The Secret*

### KEY FEATURES AND BENEFITS

- The missing ingredient in most self-help books can be found within the pages of MK Mueller’s *8 to Great*. Many books have the *ingredients* for happiness and success, but *8 to Great* gives readers the *recipe*.
- Mueller interweaves over 200 quotes from Jim Carrey and Oprah to Gandhi and the Dalai Lama to support the “High-Ways” concepts of the 8 to Great process.
- MK Mueller defines the element that everyone claims is the key to happiness, health, and wealth—Positive Attitude—in the simplest and most powerful definition yet. FGH: Forgiveness of the past, Gratitude for the present, and Hope for the future.
- The author reveals why there’s no such thing as a negative feeling. Feelings are simply feelings, and anger is redefined as “angergy” (energy for change).
- In *8 to Great* readers will learn to overcome their fears and make life-altering decisions at each crossroad in their lives.

- The gratitude homework exercise is an empowerment tool that will change lives.
- *8 to Great* gives birth to a key “what if” question: What if it’s really that simple and I’ve been struggling all this time?

### **MARKET INFORMATION**

- Most recent figures are an estimated 40,000 in the U.S. work as life or work coaches.
- Marketdata provides the following statistics: Total of self-improvement market expected to grow 11.4 % yearly. \$13.9 billion value of goods and services sold projected for 2010
- Most recent figures: \$700 million worth of self-improvement books were sold last year.
- More than 100,000 books listed on Amazon in the self-help category.
- Mental health experts are treating patients with a combination of both tradition and Eastern methods that favors authors like MK Mueller.
- Most of the top 100 magazines based on ad revenue and circulation include articles on a regular basis having to do with self-help.