

# Mark Schinnerer

# The Success Grower

## 8 Down-to-Earth Elements for Achieving Your Goals

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

### ABOUT THE SUCCESS GROWER

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Success in life is attainable, but we're not taught how to achieve it. We may have a dream and mental picture of what success looks like in our lives, but we're afraid to talk about it because we don't really believe it can come true. Every day we see people who have given up on their dreams and live from day-to-day.

Mark believes we all have a seed of success within us that is kept hidden, sometimes forgotten. But with guidance and encouragement it can grow and bring a harvest of success and prosperity. With a passion for growing things, Mark reveals the essential elements that will help readers grow a successful life.

### ENDORSEMENTS

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"Mark Schinnerer has identified a truth many never see in a lifetime. True success doesn't just happen. You don't find success. Just like every other natural process on earth, success is something you grow. You plant it, you nurture it and one day you reap the rewards of your work. *The Success Grower* shows you how. A must read."

**Ken Davis**

International Speaker, Award Winning Comedian  
Trainer of Communicators.

"Armed with a picturesque analogy woven beautifully throughout, Schinnerer adeptly ties truth and story together to create this "life manual." Through parable, he reveals pivotal life elements everyone can benefit from in a poignant way so we can actually hear—and hopefully, heed. Easy to read from start to finish, this work will change lives for years to come."

**Sarah Beckman**

Professional Speaker, Certified Communications Coach  
Author, *Alongside*.

### SUMMARY

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**Title:** The Success Grower: 8 Down-to-Earth Elements to Achieve Your Goals

**Author:** Mark Schinnerer

**Publisher:** Author Academy Elite

**Release Date:** December 5, 2017

**Retail Price:** \$14.99 (paperback) \$9.99 (Kindle)

**Available at:** Amazon.com, Barnes & Noble, Bookstores near you

### ABOUT MARK SCHINNERER

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Mark Schinnerer has always been helping others, whether it was volunteering for a worthy cause in his community or serving on boards and committees of community organizations. His interest in public speaking has given him the opportunity to speak and present on leadership, growth and personal development.

Mark spent years with a dream to help others be successful in their lives and careers. Growing up on a farm, and being an avid gardener has given Mark the experience of planning, planting, cultivating, nurturing and harvesting and the insight to re-grow his own dreams and goals.

Today, he uses that experience and success as a CEO to mentor others seeking to begin their own journey to plant, nurture, and reap a harvest of achievement.

Mark lives in Carlsbad, NM with his wife Linda and has three children and six grandchildren.

### CONTACT MARK SCHINNERER

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## WHY MARK'S MESSAGE IS IMPORTANT

A majority of Americans feel stuck.

- According to two studies it was found that half (Rasmussen College) to two-thirds (GoDaddy.com) of Americans feel stuck in their lives and careers.

Most adults fail at the goals they set.

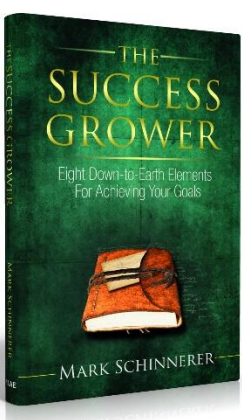
- A University of Scranton study (2014) found that each year there are many New Year's goals set with anticipation of change and growth throughout the year. But sadly, only eight percent of the people will actually achieve them.
- Only 5 percent of the people who lose weight on a diet keep it off.

Writing down your goals is the key to achieving them.

- According to a study by Dr. Gail Matthews, a psychology professor at Dominican University in California, you are 42 percent more likely to achieve your goals simply by writing them down.
- It forces you to clearly define your goals.
- Visualizing your goals stimulates the right side of your brain (imaginative). Writing them down activates the left side of your brain (logical). Your brain becomes a workhorse of possibilities.

To boost your career you need a mentor.

- A mentor often is someone in a position you would like to be in and has the experience and connections to guide you along the way.
- A mentor can provide a new perspective on your situation or problem.
- Think: Yoda to Luke Skywalker; Haymitch to Katniss.



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8 Down-to-Earth Elements for Achieving Your Goals

## OVERVIEW OF THE SUCCESS GROWER

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### **Element 1: Fertile Soil / Fertile Mind**

Just as it is necessary to have fertile soil to grow a crop, it is just as important that our minds are nurtured with knowledge and are receptive to new ideas and thoughts. Continuing to fill the mind with new wisdom and insights will allow it to produce a healthy success. Allowing the mind time to rest will facilitate and regenerate it for vigorous growth.

### **Element 2: Focus on the Harvest**

Once you have fully detailed and outlined your goals and the path you want to take to reach them, you must keep a firm focus on the ultimate achievement of those goals. First, you must have an unwavering belief you will reach your goal. Second, you must picture in your mind the emotion from already having the reward of your goal. And third, read daily the description of having attained your goals and picture it in your mind. To reach your goals, there will be many steps, stops and struggles along the way but focusing on the harvest will help keep you on track.

### **Element 3: Plant Seeds for a Bountiful Harvest**

We all have ideas for goals and success in our lives. Ideas are like seeds. They don't have any worth until they are firmly planted in fertile soil. Thoughts and ideas need time to grow so we need to take time to consider our goals, our future, and the path we will take. A few seeds will result in many more but will not sustain increasing growth. In order for a seed to produce, it must die. The seed of our ideas must take time to germinate and change over time to produce a bountiful harvest of success. It is the integrity of the seed that yields a multiple of itself. Without that integrity you have corrupt seed. Plant seeds of success and integrity.

### **Element 4: Water and Fertilize for Health, Sustained Growth**

Water is vital for survival. But water alone will not maintain a healthy life. A continual supply of nutrients are needed for strong growth. Knowledge is key. The mind becomes stagnate unless it is continually refilled and refreshed. Learning is vital to our continued growth and learning comes from reading. It stretches our thinking and helps us identify new opportunities and paths to our goals.

### **Element 5: Cultivate Your Mind and Plans**

If you neglect what has been planted it will die. At a minimum it will grow weeds. A neglected mind will become overgrown with the weeds of despair, self-doubt, fear, and more. Cultivating your mind doesn't only attack the weeds. It is a constant process of adding good, positive ideas and thoughts. Keep your focus on your goals.

### **Element 6: Storms**

Storms are a part of nature and appropriate preparation is needed to weather them. Storms will appear in our lives and they will reveal the nature of a person. Success or failure is not determined in the middle of the storm, but by the thoughts and plans made well in advance of the storms. Some of the storms in our lives are just part of life, but others come with the purpose of testing our will to persevere, the soundness of our plans, or to test our relationships. We can either let the storms destroy us or we can build a shelter that allows us to move forward after the storm passes.

## OVERVIEW OF THE SUCCESS GROWER

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### **Element 7: Harvest**

You may think harvest is the end of the journey. Not so, it is merely a marker, a tally, of success. Sometimes it will be large, other times it will be small. Take time to count your harvest – your success – and look back at the journey you have taken to get there. In every success you have, reap the harvest it offers in order to grow a larger one the next time. At each successful harvest, you should be planning for the next one.

### **Element 8: Mentor & Mastermind**

No one is successful alone and great success comes to those who seek the wisdom of others who have planted and harvested success before them. A mentor is a guide – someone who has walked a similar path who helps you see the “what if” of your situation. They must have the experience you need in order to reach your goals. Wisdom is only useful when passed on. Masterminds are a select group who are seeking success in their own way. They see from experience, question your plans and motives, and compel you to define your problems. While contemplating their advice, you will most often see the solution you have been seeking. They will be your strongest supporters. The key to a mastermind is to operate with trust, truth and encouragement.

## SAMPLE INTERVIEW QUESTIONS

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1. Why did you write the book *The Success Grower: Eight Down-to-Earth Elements To Achieve Your Goals*?
2. Who would benefit from reading the book?
3. What are the eight elements to achieve your goals?
4. Why do people have such a hard time setting goals?
5. What or who is a success grower and how did you come to this title?
6. This book is written with characters at different places in their journey to achieve their goals. Tell me what someone at the beginning of their career, in the middle of their career, or facing the end of their career can use from the elements in this book?
7. Do these elements work only with a career or can they be used in your personal life too?
8. What has been the most surprising thing about writing this book?
9. What is your ultimate goal for writing the book?
10. How can people connect with you?
11. Where is your book available?