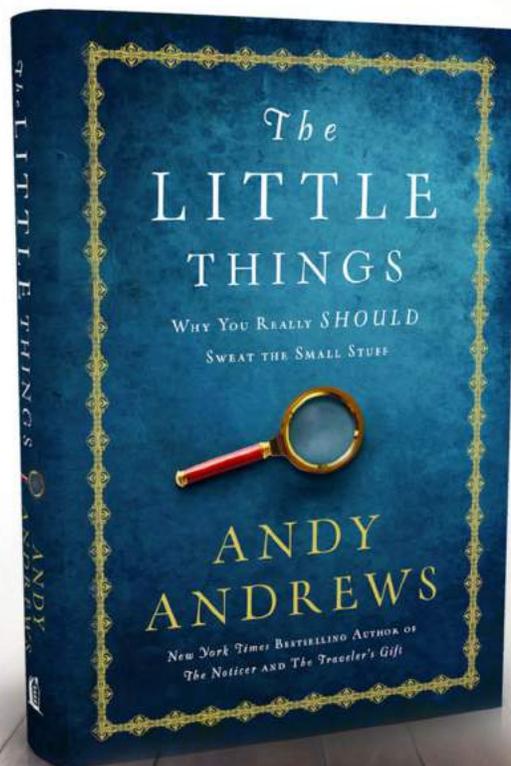


The
LITTLE
THINGS

WHY YOU REALLY *SHOULD* SWEAT THE SMALL STUFF



ANDY ANDREWS

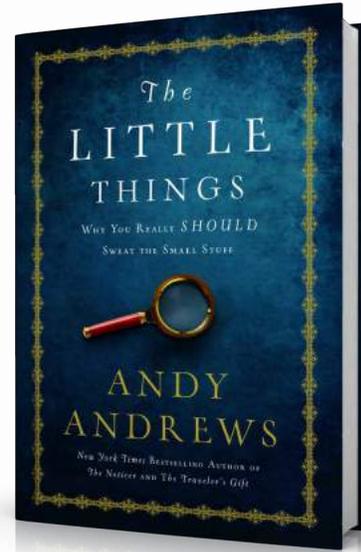
New York Times BESTSELLING AUTHOR

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

Conventional wisdom says we should spend our time and energy focusing on the “big picture”... but what if history has consistently proven that it’s actually the little things that change everything?

In *The Little Things*, *New York Times* bestselling author Andy Andrews uses his unique storytelling ability to show not only why this is true, but how we can utilize this principle to solve our biggest problems and empower the mind and spirit to achieve the extraordinary.

Using his signature blend of storytelling and wit, he shows how “sweating the small stuff” allows the world’s highest achievers to unlock the value and margin that separate average from extraordinary.



In a world where so many feel powerless, The Little Things shows us how to control the direction of our lives and businesses using proven principles anyone can master.



ABOUT THE AUTHOR

Hailed by a *New York Times* reporter as “someone who has quietly become one of the most influential people in America,” Andy Andrews is a bestselling novelist, speaker, and consultant for the world’s largest organizations.

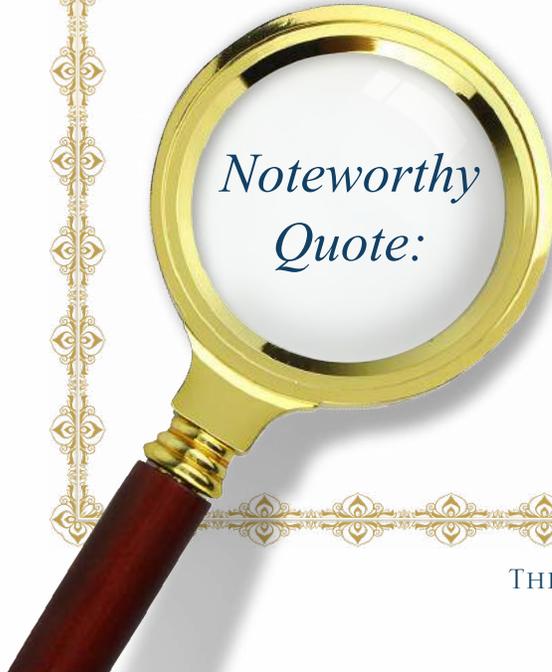
He has spoken at the request of four different United States presidents. Andy is the author of multiple *New York Times* bestsellers, including *The Traveler’s Gift* and *The Noticer*.

HERE'S WHAT YOU'LL LEARN FROM *THE LITTLE THINGS*:

- ✦ *The cure for a society that has become constantly offended by something or someone*
- ✦ *The secret to creating permanent, positive change in life and business*
- ✦ *How to dramatically increase results by harnessing the fraction of margin between second place and first*
- ✦ *How to use the question “Why?” to multiply the success of any endeavor (and the exact moments at which you should ask it)*
- ✦ *How to identify the smallest details that ensure the greatest success*

INTERVIEW QUESTIONS:

- 1 Why do you say people should “sweat the small stuff” despite conventional wisdom telling us otherwise?
- 2 You argue that it’s more valuable for leaders to ask “why” than “how.” Explain the advantage that particular question offers.
- 3 How do we reverse the trend of society becoming increasingly offended by seemingly small things? Why do we need to?
- 4 Why is it important to challenge and question conventional wisdom?
- 5 How can people gain control over situations in which they currently feel powerless?



*Noteworthy
Quote:*

“However your family turns out, whatever happens with your business, your organization, or your team...at the end of it all, whether you have produced a disaster or a masterpiece, it will have been created one small brushstroke at a time. So sweat the small stuff. Seriously.”



INTERVIEW TOPICS:

The Little Things That Create the Vast Gap Between First and Second Place

Despite the enormous difference in the benefits afforded to those who finish first place instead of second...the difference between placing first and second is tiny. In fact, Michael Phelps won his seventh gold medal by only 1/100th of a second. The truth about what creates that nanosecond of margin that produces massive results may surprise you.

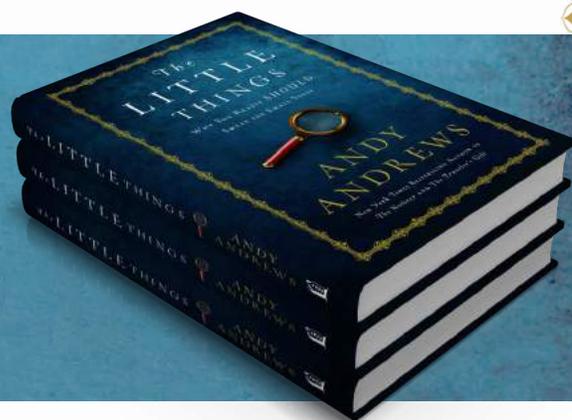
Why “Being Offended” Is Steering Society into a Ditch (and How We Can Correct Course)

In a society that is increasingly affording the spotlight to tiny numbers of people offended by the most insignificant of words or actions, it’s become clear that a little thing like taking offense is creating major consequences for the rest of us. Andrews offers three steps we can start taking to restore sanity and prevent the dire outcome that such a little thing can surprisingly yield.

The One “Childish” Question Every Leader Should Be Obsessively Asking

Have you ever wondered what the people at the very top of your field know...that you don’t? Curiously, regardless of field or industry, the answer is always the same—they know why success happens, while everyone else is worried about simply figuring out how it happens.

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