

THE IMPACT STORY: HOW SIMPLE ACTIONS CHANGE THE WORLD



The Background ...

Ken McArthur, Frank Sousa and Sterling Valentine sat down on a couch in a hotel lobby and had a simple conversation.

Because of the conversation thousands of lives changed, millions of dollars moved and lives were saved. People connected, friendships formed, books were written and a young man got his first hug from his father. Because of that single conversation you are reading these words. If it hadn't taken place, these words wouldn't even be here.

The impact from that single conversation is just beginning, because every person who is touched by some small act of kindness as a result of that conversation has the ability to spread it to many other people – and many do exactly that.

This is the simple story of impact.

We think what we do doesn't matter, but it does.

Your actions make a difference to thousands of people you touch over the course of your life. It makes a difference to millions beyond our single life, because of the constant, exponential effects of the Impact Factor at work in your actions.

You make a difference whether you want to or not.

We think our impact is insignificant, because we don't measure it. The Impact Story is a measure of how much the simple actions matter.

This is the story of how a single conversation spread and impacted millions and how your actions have the same impact – even if you don't want them to.

If you are hearing the Impact Story for the first time, simply reading this document could change your life forever. If it does, your life will be one of many changed by that simple conversation.

If the simple conversation in a hotel lobby changed your life, will you tell us the story?

We want to hear your story of how the impact spreads from that single conversation through you and your life.

Your story is part of the growing Impact Story.

People need to know how simple actions change the world and you can tell them.

The Concept ...



Ken McArthur is publishing the sequel to his best-selling book, **IMPACT: HOW TO GET NOTICED, MOTIVATE MILLIONS AND MAKE A DIFFERENCE IN A NOISY WORLD**, with a brand-new print and multi-media book, **THE IMPACT STORY: HOW SIMPLE ACTIONS CHANGE THE WORLD**.

THE IMPACT STORY is the compelling story of how lives have been changed through simple actions as a result of a single conversation.

Each chapter of the book will tell the story of one person who has been touched through the simple conversation on the couch and how that impact spread to the people they came into contact with.

You have this document because you may be one of those people.

If you have a story to tell and can write a simple chapter to tell it, then you may be selected as a co-author for this soon to be best-selling book.

How it works ...

If you have been directly affected by result of the conversation Ken McArthur, Frank Sousa and Sterling Valentine had on that couch, *we want to hear your story*.

If your story is chosen for the book, we will assign a professional writer and editor to polish your story into a perfect chapter for the both a traditional print and cutting edge on-line, entertaining, easy-to-read, multi-media book called, **THE IMPACT STORY: HOW SIMPLE ACTIONS CHANGE THE WORLD**.

We will make this dead simple for you.

One of the huge benefits of participating in this project is that you don't have to be a seasoned writer and it won't take much of your time at all. We do almost everything for you – and for all of the other story tellers in the book – so you know that the finished product will be polished and professional.

With as little as a couple hours of your time, you can accomplish everything you need to do to become a published author, because we make it so easy.

- You will be personally interviewed, your story will be recorded and you may be video-taped for the multi-media book.
- A professional writer and editor will polish your story into perfection.

You can be assured that the printed book will be very professional and available to book stores around the globe as well as available from popular on-line book sellers.

After all Ken's reputation is on the line, because this is the sequel to his already best-selling book **IMPACT: HOW TO GET NOTICED, MOTIVATE MILLIONS AND MAKE A DIFFERENCE IN A NOISY WORLD.**

There is no way that Ken is going to let this book go out as anything less than completely outstanding professional product.

- You will be given publicity and media training to make sure that you can make the most out of our joint publicity campaigns and gain valuable exposure for everything that you want to achieve.
- You will be given a featured author's page on the multi-media book website which features your background, links to your websites and newsletters as well as your backend products and services..
- You will participate in an Amazon Best-Seller Campaign for the print book, that will very likely propel you quickly to best-selling author status – and that is something that no one can ever take away from you.
- You will generate a wealth of new leads directly from both your featured author page on the multi-media version of the book and your story and bio in the print book.
- You will be able to leverage your new status, celebrity and credibility as you work directly with the media as a published author to generate many more opportunities that will last a lifetime.
- You will have a huge credibility boost as a result of piggy-backing off of not only the success of best-selling author Ken McArthur, but also the combined publicity efforts of the entire Impact publicity team, all of the jvAlert members who will endorse this book and our entire team of co-authors who will be telling their stories of impact in this book.

This is the easiest and fastest way I can imagine for you to quickly move to best-selling author status.

Imagine the synergy of projects like the “Secret” or “Chicken Soup for the Soul.” Working together we can achieve so much more than we can when we work alone. This is a unique opportunity to have your life take on a whole new level of success.

The Requirements ...

This is the easiest list of requirements that I can imagine to become a published author.

1. You need to have been directly positively affected as a result of the conversation Ken McArthur, Frank Sousa and Sterling Valentine had on that couch.

Most likely that includes you if you are a subscriber to Ken McArthur's many lists, read his book, attended one of his events or have been touched by him directly. That conversation started all of Ken's actions and if you were touched by him or by anyone who participated in Ken's activities you have most likely been impacted by that conversation.

2. You need to submit via email the story idea that you would like to share and provide examples of how it has impacted you and the people you touch.

It doesn't have to be polished, grammatically correct or professionally edited. We just want to hear your story and how it helped others. We will have a professional editor and ghostwriter available to polish your story so that it comes out perfect. Just e-mail the story of how your life has changed and how that's impacted the people you've touched to ken@jvAlert.com.

3. This opportunity requires a financial commitment of \$3,000 if your chapter is selected for the finished book.

You don't have to hire a professional writer, an editor, a book layout professional, an interviewer, a book cover artist, a videographer, audio transcriber, web site designer, graphic artist, programmer, SEO Expert, publicist or media training consultant.

Most compilation books charge anywhere from \$2,500 to over \$5,000 to co-authors and that's only for a print book, not a cutting edge multi-media, on-line version, best-seller campaign, plus the services of a professional interviewer, writer, your own personal editor and a media training consultant.

This package is so much more and solidly cements an incredible return on your investment in your future as a writer over a life-time of success.

The Return ...

Let's face it; the print book industry is broken.

Your chance of making a huge financial return directly from publishing a book – even if it is a best seller – is almost non-existent.

The money is NOT a good reason to publish a book.

Here's what DOES work!

As a best-selling author you gain credibility and your newly created credibility will generate a significant return to your income, impact and life-style.

People CHOOSE to follow published authors and the impact of being the author of a physical book can't be compared to anything else.

If you had a choice to follow someone who was the author of an e-book or someone who was the author of a print book, who would you naturally choose to be influenced by.

The printed book wins every time.

If you are looking to generate income, an innovative, cutting-edge, multi-media book wins every time.

The Best of Both Worlds ...

That's why we are including BOTH a best-selling print book and an innovative, cutting-edge, multi-media book for **THE IMPACT STORY: HOW SIMPLE ACTIONS CHANGE THE WORLD.**

The print book and best-selling campaign will give you the credibility, while the on-line, multi-media book gives you the income.

Each author will receive 50 copies of your printed book and can order additional copies for your direct sales of the book at a significant discount.

You can sell these copies directly from your own websites, at your speaking engagements or to your own clients, customers and followers and keep all the profits.

But here's where the real money comes in ...

Each co-author of the book will receive 50% commissions from their direct sales of the multi-media book, plus a pile of leads from their featured author page on the multi-media site.

So you get the best of both worlds – credibility AND income.

The Catch ...

There are only so many chapters that we can put in this book, so we can't guarantee that you will get in

It's NOT going to be an encyclopedia.

We are looking for a limited number of wonderful stories, each of which will be professionally crafted into a polished story for a chapter that will feature the selected co-author and their powerful story presented in an engaging way that can cause your credibility to soar easily.

You aren't the first.

There are powerful stories that have to be told and a number of the slots are already claimed.

That means that you can't wait.

The co-authors will be selected very quickly and you can be a published author much faster than you can imagine today, because the hard work is being done by the pros while you only have to spend a couple of hours talking to an interviewer.

There's no risk ...

You don't need to pay a cent until your story idea is accepted for publication in the book.

Take Action Right Now ...

[Download and Fill out the Impact Story Co-Author Application Form](#) to tell us your Impact Story idea and that you want to be a featured co-author in Ken McArthur's new book.

The form is in Microsoft Word format and you can just type your contact information and story idea directly into the form. E-mail your completed form directly to Ken@jvAlert.com



Ken's Background

Ken McArthur, best-selling author of "Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World," has enabled thousands of people to achieve amazing impact by championing the philosophy that partnerships and collaboration build value for everyone.

Ken challenges us to realize we ALL have an impact – whether we want to or not – on thousands of people who we touch in our day-to-day lives by demonstrating that simple things make a HUGE difference.

The popular host of a series of live events that bring together top-level marketers, entrepreneurs, business owners, corporations and non-profit organizations to create multi-million dollar joint venture relationships – he creates incredible, intense impact for product launches and multi-million dollar profits in surprisingly short timeframes.

Regularly asked to speak at leading marketing events, he has managed product launches ranked in the top 400 sites on the Internet. Ken McArthur is also the creator of AffiliateShowcase.com, a pioneering affiliate program search engine and directory system and the founder of the MBS Internet Research Center, which conducted the world's largest survey ever attempted on the subject of creating and launching successful information products.

Not satisfied to concentrate entirely on large organizations, Ken also works with select individuals to help them create a decent living utilizing the power of the Internet.

Ken was the official mentor for Sterling Valentine as he took his launch from ZERO to over \$100,000 in less than 8 days. Ken and Sterling documented the process as a "proof of concept" for Info Product Blueprint a massive home study course that is the "bible" of info product creation.

Ken offers top-level coaching and mentoring programs designed to help individuals, corporations and non-profit organizations reach masses of people using the techniques, tactics strategies and systems that he has developed specifically to help people spread their ideas, products and services around the globe.