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**5% MORE: Making Small Changes
To Achieve Extraordinary Results**

By Michael Alden

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"Michael Alden shares actionable and effective strategies for self-improvement. His tips . . . are absolutely the key to creating a happy and successful life."
—Nolan Bushnell, CEO Brainrush, Inc., founder of Atari and Chuck. E. Cheese

**STOP SAYING "IF I HAD ONLY . . ."
AND START LIVING THE LIFE OF YOUR DREAMS**

In 5% MORE, Entrepreneur and Bestselling Author Michael Alden Shows That Transforming Your Life, Your Business, Or Your Career Is As Simple As Doing Just 5% More

Do you want greater success, a better career, a healthier lifestyle? Do you want to stop saying "If I had only . . ." and start living the life of your dreams? Making small changes to reach big goals is the answer, says entrepreneur and bestselling author Michael Alden in his new book, **5% MORE: Making Small Changes To Achieve Extraordinary Results** (Wiley; September 2016). "If you just put 5% more effort into any aspect of your life, you will not only achieve your goals, you will surpass them," he explains. A self-made millionaire who started life as a poor kid in the projects, Alden knows how to overcome the obstacles that keep people from success – whether it's maximizing their wealth, improving their health, or obtaining more wisdom.

Anyone can benefit from **5% MORE**. Far too often, people become paralyzed when they want to improve their lives, because the effort to reach their goals seems overwhelming. Or the opposite occurs. They decide to dive into something one hundred percent, but then quickly lose steam. Instead, Michael Alden shows that long-lasting success is based on

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small increases in effort. “Five percent is almost unnoticeable in terms of effort—but it accrues quickly, with each step boosting the baseline,” he declares.

Alden began researching the concept of 5% More when he realized that most self-help programs don’t work because they require people to make gigantic changes in their lifestyles or their habits. On the other hand, he saw that in his own life – whether it was business, fitness, or parenting – he was able to achieve his goals by implementing small but steady improvements. The secret, he discovered, is consistency and, more importantly, the power of compounding.

“Whatever your task is, tell yourself you will just do a little bit more. Then depending on your goal, you compound it. Each day or week or month, do 5% More than what you previously did, and continue to build on it,” he writes. In other words, create micro goals that lead to micro successes that can be compounded and turned into major wins.

Throughout **5% MORE**, Alden shares exciting stories from his own life, presenting an inside look at how he built not one, but several, successful businesses and how he continues to grow and mentor others. He also writes with passion about the benefits of 5% More in raising children; encouraging students to excel; motivating employees; building teams; and becoming healthy and fit.

Although much of Alden’s advice is based on personal experience, observation, and common sense, he is careful to discuss the studies and research that support his ideas throughout the book. But most importantly, Alden is like a personal coach whose compassion and wisdom will motivate readers to begin improving their lives immediately. His voice is unique in the world of personal growth, making **5% MORE** an inspiring book that can yield a lifetime of success for anyone.

ABOUT THE AUTHOR

Michael Alden, author of **5% MORE** is the founder and CEO of Blue Vase Marketing, a multi-million dollar marketing firm that has been ranked by *Inc.* Magazine as one of the fastest growing private firms in America. Alden is also a recipient of *SmartCEO* Magazine’s 2016 Future 50 Award. A successful serial entrepreneur, who hosts his own podcast and writes a popular blog, Alden is a speaker and regular guest on television and radio throughout the country. His first book **Ask More, Get More** was a national bestseller. For more information, visit: www.michael-alden.com.