

# The 4% Solution!

Suggested Reading/Listening - "Investing One Hour a Day in Your Better Future."

Prepared by Chip Eichelberger – 866-224-1393 – Chip@GetSwitchedOn.com

The Bible

*The Message*

*Think*

*How to Win Friends and Influence People*

Fit For Life, Fit for Life II

Think and Grow Rich, Master Key To Riches

The Richest Man In Babylon

The Millionaire Next Door

Unlimited Power, Awaken the Giant Within

The Greatest Salesman in the World

The Discipline of Market Leaders

The Pursuit of WOW!, Circle of Innovation, others

*Raving Fans*, Gung Ho!, One Minute Series, others

Built To Last, *Good to Great*

The Experience Economy

Building the Happiness-Centered Business

22 Immutable Laws of Marketing - Positioning...

Customers For Life

Live Your Dreams

The 21 Irrefutable Laws of Leadership – all his books

Positively Outrageous Service & Showmanship and others

The One Thing You Need to Know, others

Swim With The Shark ....Beware The Naked Man - all his books

What They Do Not Teach You At The Harvard Business School

*The Purpose Driven Life*

Growing A Business

Little Red Book of Sales, Sales Bible

1001 Ways to Reward Employees

The Inner Game of Tennis

INFLUENCE -The Psychology of Persuasion

Golf is Not a Game of Perfect

The E Myth

See You at the Top, Raising Positive Kids in a Negative World

The Seven Habits Of . . . & First Things First

Left Behind Series of books – TERRIFIC!

More Than A Carpenter

Chicken Soup for the Soul Series

*Way of the Peaceful Warrior*

*Wild at Heart*

Jonathan Livingston Seagull, Bridge Across Forever, One

Making Your Children Mind Without Losing Yours, New Birth Order Book

Through The Eyes Of a Coach

Men Are From Mars; Women Are From Venus, others

1001 Ways To Be Romantic

Bringing Up Boys, Dare to Discipline

Eugene Peterson

*Col. Wm. C. Hunter (printed/ebook version on my site)*

Dale Carnegie

Harvey & Marilyn Diamond

Napoleon Hill

George Clason

Stanley/Danko

Anthony Robbins

Og Mandino

Treacy/Wiersema

Tom Peters

Ken Blanchard

Jim Collins

Pine and Gilmore

Dr. Paddi Lund

Jack Trout & Al Ries

Carl Sewell

Les Brown

John C. Maxwell

T. Scott Gross

Marcus Buckingham

Harvey Mckay

Mark McCormack

Rick Warren

Paul Hawken

Jeffrey Gitomer

Bob Nelson

Tim Gallwey

Robert Cialdini

Dr. Bob Rotella

Michael Gerber

Zig Zigler

Stephen Covey

Lahaye & Jenkins

Josh McDowell

Hansen & Canfield

Dan Millman

*John Eldredge*

Richard Bach

Kevin Leman

Brian Biro

Dr. John Gray

Gregory J.P. Godek

Dr. James Dobson

**Essential Magazines/Newspapers:** Fast Company, Business 2.0, Inc. Forbes, Fortune, WSJ, IBD, Local Business Journal

**Sample of Terrific Tape Series:** Gaining The Edge! by **Chip Eichelberger** The Weekend Seminar, Challenge To Succeed, The Art of Exceptional Living, others by **Jim Rohn** Anything by **Anthony Robbins** Anything by Les Brown How to Master The Art of Selling Anything by **Tom Hopkins** Success Mastery Academy, Psychology of Selling, others by **Brian Tracy** Power Negotiating by **Roger Dawson** Choosing Your Future by **Les Brown** Liberation Management by **Tom Peters** Seeds of Greatness, Psychology of Winning by **Denis Waitley** Lead The Field, The Strangest Secret, **Earl Nightingale** How to Communicate Like a Pro by Nido Qubein Greatest Salesman in the World, Mission: Success by **Og Mandino** Anything by **Ken Blanchard** – Search [www.half.com](http://www.half.com) for great deals

**Order Today - Get Chip's Power Pak: Gaining the Edge 6 CD series, Get Switched On! DVD, Double Sales CD, Think ebook and a T-Shirt for \$99 Delivered – Please see the order form on the back.**

## Chip's Power Pak Includes:

- **6 CD - Gaining the Edge!** (personal marketing, health, fitness, finances, personal growth, goal setting, identity expansion, daily conditioning)
- **2 CD - It's Not What the Market is Doing, What are You Doing?**
- **Get Switched On DVD – 70 minutes**
- **Think – Applying the Success Principles of 1918 Today – 176 pages**  
Reading *Think* is like having a great classic coach from the past - come into your life and help you thrive in the future.
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