

# THE SECRET OF SUCCESSFUL FAILING

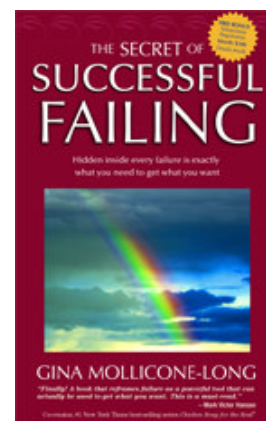
## BULK BOOK PURCHASE OFFER

**"Finally! A book that reframes failure as a powerful tool that can actually be used to get what you want. This is a must-read."**

- Mark Victor Hansen, Co-creator of the best-selling series Chicken Soup for the Soul ®

**The Secret of Successful Failing** is a best-selling book by author and entrepreneur Gina Mollicone-Long. As co-founder of Critical Pathfinders and Scavenger Hunt Anywhere, Gina makes her book available to our valued clients at discounts to the retail price.

**About the book:** One of the most notable qualities shared by great leaders is the ability to learn and benefit from failure and setback. The difference between good and great is the discipline of regarding failure as useful feedback and leveraging the lessons learned to create a new successful outcome. Leaders use failure as a springboard to success. What if your adversity was actually your advantage? This best-selling book shows why failure is a good thing and how you can leverage it. It delivers a wealth of practical techniques for turning yourself around so you can confidently move toward your objectives.



### **WHY BUY THE BOOK FOR YOUR GROUP?**

1. The book **helps readers reframe failures and disappointments.** In a business setting, a failure could be a contract not landed, a sales target missed or a project that runs over budget. Learning how to quickly reframe the situation and use it as a powerful force would improve results and morale.
2. The book **encourages readers to use failures as learning opportunities.** The only mistakes are the ones that get repeated. Readers find out how to learn from failure so that they can leverage it for success.
3. Readers are given **actionable steps and exercises** to help them move forward in their lives in all areas: business, relationships, health, personal development, etc.
4. Every book includes **free registration in a four-part teleseminar** (value = \$300) that helps readers put the book into practice in their lives.
5. Every book also comes with a bonus package of materials by leading success experts and best-selling authors. These downloadable bonuses are valued at over \$4000.
6. With sufficient lead-time, you can purchase personally **signed copies for your team.**
7. If you purchase 250 or more copies of the book then you will be eligible for a free\* 1-hour keynote by Gina Mollicone-Long.

### **PRICING**

Regular retail price of the hard-cover book: \$23.95 Cdn / \$19.95 USD

(All prices below in US funds ~~ Taxes and shipping are extra.)

10-49 copies:	\$18.95
50-99 copies:	\$17.95
100-249 copies:	\$16.95
250+ copies:	\$15.95 – Includes a free 1 hour keynote by Gina*

Please contact your sales rep or call 1-866-939-GINA (4462) or email [info@criticalpathfinders.com](mailto:info@criticalpathfinders.com) if you would like to place a bulk order.

\* Keynote is subject to availability. Travel expenses not included.

## **ABOUT THE BOOK**

What if failure was the greatest thing that has ever happened to you or your team? Successful Failing means knowing how to turn failure into a powerful force for success. What if your adversity was actually your advantage?

Failure has become a bad word. Yet, it is unavoidable. The average entrepreneur fails six times before they succeed. The actual failure isn't the problem. There's no shame in failing. What matters most is what you do when you think you've failed. Do you give up? Do you blame others? Or, do you learn from it and use it as the greatest opportunity ever?

In this best-selling book, Gina Mollicone-Long shows you how failure, when viewed from a different perspective, has the power to reveal to you exactly how to get what you want. Failures, setbacks and disappointments are like signposts that illustrate the exact thing that is blocking the path to greatness.

Using personal stories, a great sense of humour, and a straight-talk approach, Gina distils the complexity of life into a very simple process. A process that you can easily master and use repeatedly as a springboard to success. This book is filled with practical exercises, tips and strategies for using failure's inherent lessons.

This is the only book that guarantees you can succeed. Not because you can't fail. Because you can fail SUCCESSFULLY.

## **WHAT OTHER PEOPLE SAY:**

“Having felt the anguish of failure on numerous occasions myself, Gina's book spoke to me on a very personal level. I instantly felt my spirits lifted and my soul relishing the experiences that such a roller-coaster life of a full-time athlete has provided. She made me thankful for being me.”  
—Sami Jo Small, Olympic Gold Medalist, Team Canada Women's Ice Hockey

“A must-read. The book flips a switch in your brain. Gina takes that ‘niggling feeling’ you've always had and shows you how to use it to get what you want. Her generosity sets this book apart, allowing one to hear things in a way they haven't heard before, and therefore do things they may have never done before.”  
—Kim Parlee, Host & Anchor, Business News Network

“I had heard some of these ideas before, but I've never seen them presented in a way that I felt I could actually integrate them into the way I think and live. This is a life-changing book.”  
—Dr. Janet Taylor, Psychiatrist

## **ABOUT GINA MOLLICONE-LONG**

Empowerment specialist, best-selling author and entrepreneur, Gina Mollicone-Long truly believes that you can be anything that you want to be. Her diverse experiences in life are proof that she lives by this. She has worked in big business, non-profit, small start-ups and high tech. Gina has helped thousands of people find their brightest lights in their darkest rooms. Visit [www.GinaML.com](http://www.GinaML.com) to find out more.

