

FOR IMMEDIATE RELEASE
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THE ENCORE EFFECT

How to Achieve Remarkable Performance in Anything You Do

By Mark Sanborn

Bestselling author of *Fred Factor* Mark Sanborn returns with what may be his most inspiring and powerful book yet—**THE ENCORE EFFECT: How to Achieve Remarkable Performance in Anything You Do (Doubleday Business; ISBN 978-0-385-51905-2; \$15.95; On-sale: September 2, 2008).**

All of us want to excel in life, in our jobs, in our relationships, as parents. But we don't always know how to create that kind of remarkable performance. Offering motivating advice on how to achieve not just a strong performance, but a remarkable one, Mark Sanborn provides the tools to keep our audiences applauding for more. His methods for a remarkable performance include:

- **Passion:** The Fuel for Remarkable Performance
- **Preparation:** Where Remarkable Performance Begins
- **Practice:** It Won't Make You Perfect, But It Will Make You Better
- **Perform:** How to Engage Your Audience
- **Polish:** Making Your Performance Shine

Through his personal life stories and those of countless people he has encouraged, worked with, or been inspired by, Mark Sanborn reveals and illustrates the secrets to achieving a remarkable performance. By understanding our personal strengths and weaknesses and the fundamental habits of remarkableness, we can give show-stopping performances to our boss, colleagues, clients, and family, and truly shine in all areas of our lives.

THE ENCORE EFFECT shows us how to turn the routine into the remarkable, the everyday into the extraordinary.

ABOUT THE AUTHOR: Mark Sanborn, the bestselling author of *The Fred Factor* and *You Don't Need a Title to Be a Leader* and an internationally acclaimed motivational speaker, is president of Sanborn Associates, Inc., an idea studio for leadership development. Having served as president of two national organizations, he regularly keynotes meetings in the United States and abroad. www.EncoreEffect.com | www.MarkSanborn.com

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**MARK
SANBORN**

Author of the National Bestseller, *The Fred Factor*