



PRESS KIT

What you need to know to sound like you've read the book

A MESSAGE FROM CARDIFF D. HALL

Life can sometimes just get away from us and one day, usually when we are at the end of our journey, thoughts of regret enter the mind or perhaps an awakening occurs to get us back on course. This is what occurred to me and today I am living a purposeful life; one that is intentional.

Becoming a Tide Turner is something that everyone can do, yet given all the things we are faced with, one may seem it isn't possible. However, it becomes possible when we're ready for change and decide to seek out the change needed.

Every day we enter a series of waves, some are so subtle they go unnoticed and some are so seismic that they can be felt for miles. All waves have an impact on us. How we respond to those waves serve as the coordinates in our journey of life.

Those who manage through the waves of life with control and purpose will reach their "Islands of Achievement" and rest assured they will find their journey in life was purpose filled.

Cardiff D. Hall

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SUMMARY

Do you want more from life?

Do you want to achieve your goals for success and happiness?

Are you ready and willing to take charge of your life?

Perhaps your life has been like a captain-less boat that goes wherever the wind or currents take it. Without a skilled captain, a boat will end up going out to sea, or to the rocks, or just sitting in the doldrums. Without a skilled captain, a boat cannot arrive at a chosen destination.

To reach your desired destination in life, you must become that captain who can successfully navigate his or her boat through all kinds of challenges.

“Tide Turners” shares the experiences Cardiff D. Hall and others have had throughout their personal lives, of overcoming turbulent waters and unexpected waves and “turning the tide” to achieve success. It is a practical guide for anyone who wants to step into the Captains seat and take charge of his or her own destiny and navigate life’s journey, reaching the desire ending with no regrets.

Product Details

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BOOK TRAILER – WATCH BELOW

MAKE THE CHANGE
BY TURNING THE TIDE



ABOUT THE AUTHOR



Cardiff D. Hall is an inspirational author, speaker and mentor who has a burning passion for life. He helps individuals transform their self being, so they can direct the course of their life to reach and sustain achievement, and bring more joy and fulfillment in their journey of life.

From his published book entitled “Tide Turners – The Practical Guide to Help you Feel in Control, Experience More Joy, and Sustain Achievement in Life,” to his online content, Cardiff offers a sound foundation. His message is aimed at helping the goal seekers and the individuals who feel they are drifting through life, turn the tide.

He provides strategies, tactics and insights on turning the tide in life through his book and online resources. He writes a weekly blog entitled Sustained Achievement at www.cardiffdhall.com where readers gain knowledge and actionable items to help them along in their journey of life.

Inside Tide Turners, Cardiff shares his own personal stories which have impacted his journey and how he embraced the waves to reach achievement. Cardiff has experienced things which could have sunk his boat, however his relentless optimism, vision, positivity and joy kept his boat afloat.

Cardiff was a guest on the “Entrepreneur on Fire” podcast which can be heard at <http://www.eofire.com/podcast/cardiffdhall/> and was on the “Success to Significance” podcast, which can be heard at <http://www.rickcoplin.com/sts022/>.

He is a graduate of Brendon Burchard’s High Performance Academy and a member of Author Academy Elite and has applied these learnings in his personal life and in group coaching he facilitates.

Cardiff and his wife Dawn and daughter reside in the Minneapolis area.

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WHY CARDIFF'S MESSAGE IS IMPORTANT

A high percentage of adults are not achieving their goals.

- The start of the New Year brings about the opportunity to start over, to begin something new and resolutions are part of the culture today. Sadly, eight percent of people who set New Year's goals actually achieve them.¹

Writing goals down increases the chances of achievement.

- People with written goals are 50 percent more likely to achieve than people without goals.²
- Only three out of 100 adults write down their goals on paper.³

Adults who achieve, align their short- and long-term goals, which create happier lives.

- Of the eight percent who do accomplish their goals, they are leading happier lives.⁴

There is an alarming increase in the number of suicides occurring.

- The suicide rate has surged to its highest levels in 30 years, rising 24 percent from 1999-2014.⁵
- Male suicides are highest on Sunday nights, realizing that their careers and possibly their finances are not where they want them.⁶

Companies are facing high cost due to employee job stress and there is a high percentage of individuals in the workplace, who feel stress on the job.

- The job stress cost for US Industry is estimated at \$300 billion annually states the American Institute of Stress.⁷
- 80 percent of workers feel stress on the job and nearly half say they need help in learning how to manage stress.⁸

INTERVIEW TOPICS/FOCUS

On failure

In our interview we can discuss failure, where it comes from and what individuals can do to move past failure to achieve.

Failure, just the word stops individuals from even beginning to attempt anything new or trying something different, because that word has such a strong power over them. This word drives a feeling and once that feeling has been captured in the mind, it can be difficult to replace with a pleasant feeling. Failure can be overcome, while the individual must mentally reverse how they see failure in their mind.

Winston Churchill stated “Success is the ability to go from one failure to another with no loss of enthusiasm.” Hall believes the building of momentum in the attainment of goals is not achieved, given how individuals feel about failure.

With the start of the New Year, individuals will lay claim to a resolution and sadly, 49 percent will have infrequent success.⁹

This does not have to occur states Hall and there is a way to push through failure and it begins with removing the negative connotation associated with this deeply rooted word.

Book Excerpt (pg. 32):

Failure; just the word can send signals to your brain. You may be feeling something right now just by reading the word FAILURE. What is that for you? Perhaps it is a sense of sadness, regret, or emptiness. This word has such deep meaning and the origin of it is rooted deeply in us.

Book Excerpt (pg. 33):

When you think about it, for eighteen or more years of school, you were ingrained with the belief that it is bad to receive an F, that if you have this grade, you are labeled a failure. For most people the word failure has been deeply rooted in their soul since they were young, and has hindered many people today from trying something because they did not want to be reminded of the past.

The ingrained years of failure have conditioned many to not enter the realm of possibilities; instead, they stay locked within the gates of imprisonment.

On writing goals and being purposeful

In our interview we can discuss the process of writing goals and why writing goals helps those who are purposeful achieve their goals.

The start of the New Year begins and individuals hold ideas of what they would like to accomplish in their mind. Hall states in his book that, he was one to mentally hold goals in his mind and never took the time to physically write them down. Today that is a much different story for Hall, as he continuously writes down his goals.

Only 3 out of every 100 adults write down their goals on paper.¹⁰

In the realm of the instant gratification era we live in, Hall believes goals are not written because it takes time and the realization of the gap between idea and receipt a goal.

For those individuals who do write down their goals, they are 50 percent more likely to achieve them than individuals without written goals.¹¹

Habits play a large role in the achievement or non-achievement of an individual's goal.

Book Excerpt (pg. 52):

Habits can either harm you or help you in the achievement of your goals. Along your journey in life you may develop poor habits that impede your progress to achieve.

Book Excerpt (pg. 130):

Setting goals is a great way to help build your confidence. Write down your goals for each month. These are short goals that can help you stay on track for that month. These goals can be targeted toward family, recreation, job, finances, or a project; it just requires that you take time and write them down.

Many people avoid writing down their goals because they think that just having them in their head will be good enough. I was one of those individuals while in the comfort stage. I thought just mentally knowing my goals would be enough.

If you do that, life and other priorities get ahead of the things you put in your mind, and guess what happens? Yes, the goals you have in your mind are lost. They just disappear.

On Management of Stress

In our interview we can discuss ways on managing stress within the journey of life.

Stress of daily life, the job, the home environment, finances and more can weigh heavily on individuals. Drastically, many are not able to absorb the stress and unfortunately make the decision to end their life.

The suicide rate has surged to its highest levels in 30 years, rising 24 percent from 1999-2014.¹²

Stress if managed properly, can improve one's direction in life and increase their self-worth.

Hall states what he calls "HBF" (Hope, Belief, Faith), is the fuel which powers the internal engine within humans. The level of "HBF" is comparable to the gas tank level in a vehicle and the decision to refuel is left up to the individual. His belief is that by assuring the internal tank is full of "HBF", stress level will be diminished, which can lead to achievement.

Book Excerpt (pg. 111):

Perhaps you have heard that hope is a crutch, something you cannot rely on. However, that simply is not true. Hope can be viewed as an ingredient that is used for mixing, which if combined with other ingredients provides the foundation for you to move forward to achieve. Hope is something that is not seen, but is a way of thinking that starts internally. You cannot buy hope at the grocery store or at your favorite hardware store.

Book Excerpt (pg. 112):

Belief is the unwavering substance that controls the mind to confidently feel that things will work out. The substance is something that cannot be physically touched, because it resides in you.

Book Excerpt (pg. 113):

Faith is concerned with that which is unknown or what is yet to become. Having Faith requires having a deep confidence from within yourself. Its presence within you is greater than you and can help set and direct your goals and dreams, regardless of not fully knowing how it will turn out.

The power of having a “personal vision”

In our interview we can discuss the foundation for a personal vision, which will shape the direction of one’s journey in life.

Working in the corporate environment, Hall states he was attuned to “vision” companies would often discuss in meetings and have signs placed around the office. Hall describes a moment when an online coach asked if they, the class, had a personal vision. That was the awakening moment for Hall, given at the time his answer to that question was “No.”

Vision, the coordinates which shape the direction in life, does not receive the attention it deserves. It is important for companies to have a vision yet somehow, having a vision for personal life is lost in the day-to-day life demands.

Susan Heathfield, a Human Resource expert states, “Your personal vision statement is the light shining in the darkness toward which you turn to find your way. It illuminates your way.”

Without a defined light- a vision guiding individuals- they will not reach their destination.

Creating a personal vision isn’t something individuals think about. To do so, the individual must be purposeful and allocate thinking time to create that vision for themselves.

If individuals are not aligned to a vision, they will either follow someone else’s vision or they will float in their journey allowing the waves of life to take them wherever the wind blows.

Ray Higdon, a home based entrepreneur, states “As humans we hunger for a vision. If we are unable to create a compelling vision for ourselves, we will latch on to someone else’s vision. With no vision for our future, we extinguish our powerful internal fire!”

Book Excerpt (pg. 12):

Have you ever thought about why some people just allow the wind to blow them about, never truly taking control? If not, that is ok. I didn’t either. I thought that was part of life.

Book Excerpt (pg. 14):

A vision starts with the end in mind and is crafted in writing. The power of taking pen to paper and crafting out your vision is the first step to release you from floating in the wave. Here are just a few examples of questions you need to answer.

- *Fulfillment – What is it you truly want?*

- *Direction – Where do you want to take your life?*
- *Passion – What is it that you want to do?*
- *Legacy – What do you want to be known for?*
- *What steps do you need to take for all of these goals to be fulfilled?*

SAMPLE INTERVIEW QUESTIONS

- 1.** Why did you write the book “Tide Turners?”
- 2.** What is the book about?
- 3.** Who is this book for? Why should they read it?
- 4.** What drove you to write a book?
- 5.** What is a Tide Turner and how did you arrive at that title?
- 6.** What is a wave, which is the beginning text for each chapter?
- 7.** I love how you explain the Wave of your HBF in chapter 11 and share a chart which depicts a range of performance, how did you come up with that?
- 8.** This book has been created for use at many levels, tell me what someone who is at the beginning of their career and in the middle of their career can use from the directives in this book?
- 9.** What has been the most fun or surprising thing about writing this book?
- 10.** What are the ways that we can connect with you?
- 11.** Where is your book available?

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- ¹ University of Scranton, Journal of Clinical Psychology, 2015. Author Statistic Brain. [Resolution Stats](#)
- ² GoalBand, Company, UK. [Goal Achievement Facts](#)
- ³ GoalBand, Company, UK. [Goal Achievement Facts](#)
- ⁴ Jonathon Haidt – The Happiness Hypothesis: Finding Modern Truth In Ancient Wisdom. Goal Setting
- ⁵ New York Times, April 22, 2016. [Suicide Rate](#)
- ⁶ Dan Miller, *48 Days to the Work You Love*, (Nashville: B&H Publishing Group, 2010), 22.
- ⁷ American Institute of Stress. [Job Stress Impact on US Industry](#)
- ⁸ American Institute of Stress. [Stress On The Job](#)
- ⁹ University of Scranton, Journal of Clinical Psychology, 2015. Author Statistic Brain. [Resolution Stats](#)
- ¹⁰ GoalBand, Company, UK. [Goal Achievement Facts](#)
- ¹¹ GoalBand, Company, UK. [Goal Achievement Facts](#)
- ¹² New York Times, April 22, 2016. [Suicide Rate](#)