

change happens in an **instant**SM

Interview Questions

What is The Seven Minute Difference?

The Seven Minute Difference is about the power to tackle your biggest goals and most ambitious dreams both at work and at home – starting right where you are today, with exactly what you have right now. It's about the decision to ACT small now – for BIG results later.

Why 7 minutes?

Studies have shown that the average person has an attention span of seven minutes. Coincidentally, the brain is limited to remembering only seven pieces of information at time, according to Harvard psychologist George Miller. If you want your life to change, you have to work within your natural capabilities. Think about it - there are literally hundreds of things you could accomplish within a seven-minute window of time. Each day holds tiny opportunities to make life better. Once you recognize that fact, it's a fairly easy decision not to let these opportunities pass you by.

If you could only share one thing with our audience, what would that thought be?

Change happens in an instant. It happens the moment you decide to change. Our ability to make choices is one of the greatest gifts we have. Today is the day to focus your choices and give yourself permission to become who you were intended to become. You can begin to make changes right now. It's not some big, scary, overwhelming process – it happens one step at a time and one choice at a time.

Who is your book written for?

The Seven Minute Difference is a book about hope. Most people want to believe that change can happen for them. That they can be thinner, smarter, in better shape, enjoy their work more, earn more money. This book encourages each reader to believe that major changes really can occur in their lives. The book shows how you can be different tomorrow than you are today. And, all it takes is a small decision – or what I call a “micro-action.”

What are some of these Seven Minute micro-actions?

The Seven Minute Ideas that have made the biggest impact on my life are truly the simplest. These ideas would include: drinking more water, adding fruit to my daily diet, walking at least seven minutes four days a week, getting up fifteen minutes earlier, writing two thank you notes to my customers each day, reading ten pages of a book each day, creating a daily plan of action, prioritizing my daily activities. Most of these ideas can be accomplished in seven minutes or less. All they take is a commitment to add them into my daily routines and habits. If I truly want to be different tomorrow than I am today, I must first decide to be different, and then I MUST BEGIN TO ACT DIFFERENTLY.

Why is your book relevant for people today?

Our world is filled with a lot of negative news and disturbing trends. It could be easily said that we are living in difficult times. And bringing it closer to home, many of the people I speak to have been going through many difficult personal situations – there are people struggling with their weight, with their health, with their finances, with their marriage, and the list goes on. Life is tough and can sometimes be overwhelming. People in all places in life want to believe that their circumstances can change. They want to believe that they can enjoy life more fully and regain their personal sense of purpose and hope and joy. The book encourages growth and it allows readers to explore how tiny steps can ignite major changes in their life.