

We use phrases like “overnight success” and “a stroke of luck” to describe unprecedented good fortune. For some people, success seems fated or shrouded in mystery, but the reality is that we all have control over the path to prosperity.

Earning Serendipity will show readers that most positive changes in fortune—those outside of straight betting luck—are no mystery at all. They are the result of a rare combination of four skills that readers can develop and apply in their careers, businesses, and lives.

These four skills are

SEEING WITH CIRCULAR VISION: Search beyond the obvious to diversify opportunities and protect against misfortune


SOWING ENTREPRENEURIAL SEEDS: Plant seeds of opportunity in everyday activities

GROWING SEEDS OF GREATEST POTENTIAL: Recognize the most promising opportunities and give them full attention

SHARING THE HARVEST: Focus on meeting others’ needs to improve personal good fortune

Those who master this quartet tap into a power most never reach: the power to create and sustain a momentum of good fortune. This ability to earn serendipity can elevate a career or company quicker than any single force.

DON'T YEARN FOR LUCKY BREAKS; BUILD A GOOD-FORTUNE SKILL SET



***Earning Serendipity:
Four Skills for Creating and Sustaining
Good Fortune in Your Work***
978-1-929774-91-3 • US \$21.95 • May 2009
208 pages • hardcover • 5.5 × 8.5
Business & Economics/Motivational
Greenleaf Book Group Press
Author hometown: Irvine, CA

MARKETING

Nationwide TV, radio, and print media campaign

Author has been featured in the *New York Times*, the *Los Angeles Times*, *Fortune*, and *Yahoo! News* and on *Larry King Live*, *Good Morning America*, and MSNBC, among others

Author keynote speaking tour

Online marketing campaign, including author podcast, widgets for web and social networking sites, email blasts, and ads on USAToday.com

Interactive website with quiz, chapter overviews, and book trailer

Direct mailing campaign

Book teaser movie to be distributed by YouTube.com and social networking sites

Author platform of nearly 100,000 contacts

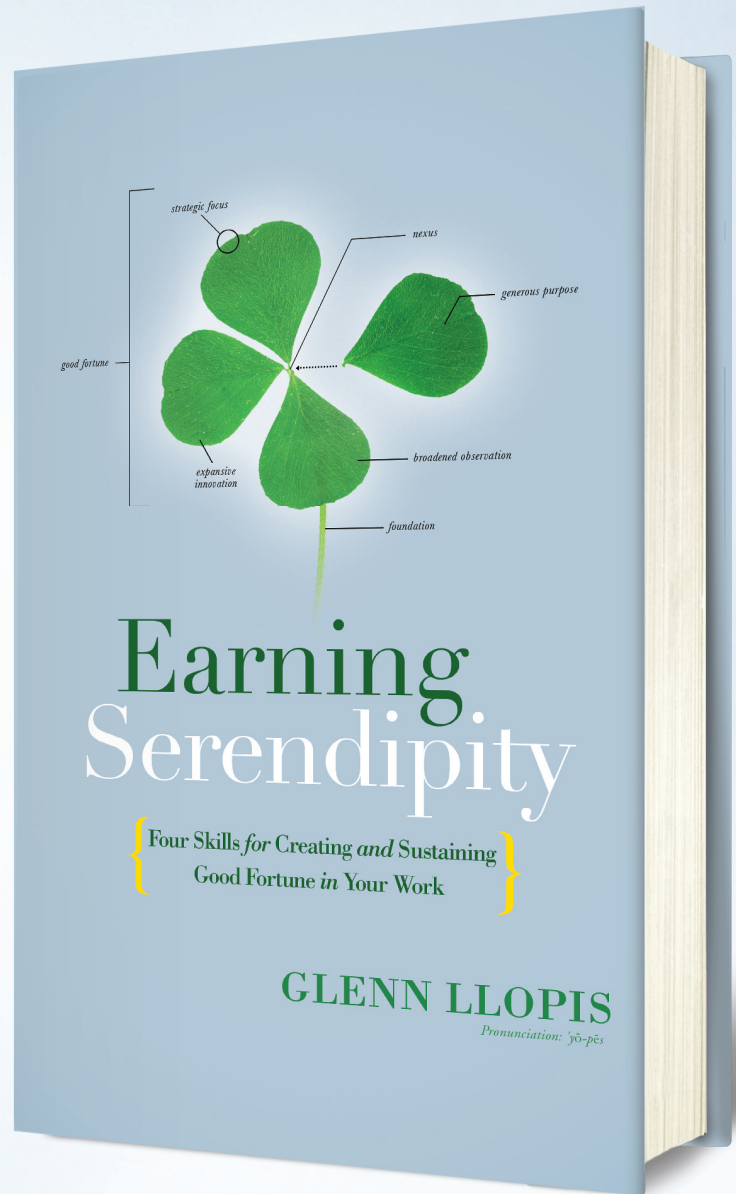
National trade marketing and sales campaign

Glenn Llopis,

founder/chairman of The Center for Hispanic Leadership, combines a UCLA education with fast-tracked years at the Gallo Wine Company and Sunkist, where, at 26, he became the youngest senior



manager in the company's 100-plus-year history. His early successes opened the door for his next endeavor: vice president of the \$1 billion Norway Seafood Co. at only 30 years old. In the decade since, Llopis has parlayed his unique Cuban upbringing and traditional corporate experience into nontraditional ventures that have been featured in the *New York Times*, the *Los Angeles Times*, *Fortune*, and the *Financial Times*, and on *Larry King Live*, *Good Morning America*, MSNBC, and *Yahoo! News*. Llopis will propel a global movement/viral campaign to discover and teach annually five million *Serendipiters*—socially conscious individuals or organizations that serve to inspire and propel innovation and good fortune for both themselves and their communities. He currently resides in Irvine, CA.



Earning Serendipity follows in the tradition of *Luck Is No Accident* by John D. Krumboltz and Al S. Levin and *Business and the Buddha* by Lloyd Field.