

DO YOU WANT TO BE A SUPER HERO?
Special Report
By Stephanie Gunning, "The Publishing Insider"
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Is being of service to the world a key motivation for your work? It is for me, and my clients are likeminded. Often the authors attracted to my publishing courses, business perspective, and editorial skills are coaches, therapists, doctors and healers, speakers, peace/environmental activists, consultants, and enlightened entrepreneurs—in other words, helping professionals, humanitarians, and transformational businesspeople. My intention is to facilitate them in reaching their ultimate creative potential.

I have an admission to make. As far back as I can remember I wanted to be a super hero. Really. I dreamed of wearing tights, a cape, and a mask—the whole nine yards. (I don't love tights so much anymore.) Even as a child I knew there was something wonderful about the concept of stripping away your civilian clothing so a more powerful being emerges--and it's YOU! When the real you, the hidden you, the most admirable, soulful you reveals itself, it is a cause for celebration. Then the actual pursuit of purpose can begin. I've always been attracted to the noble struggle to rise above, to be "super" —Zorro, Wonder Woman, and Harry Potter rolled into one.

We know from storytelling and history that a special ability alone does not make a hero or super hero. Most heroes become heroes when confronted by a significant challenge or a painful experience. From the discovery or onset of a new power, the ability must be refined and integrated with the hero's life and community. If it is used only to aggrandize or indulge the hero's impulses, the hero may "turn evil" or get maliciously manipulated by someone else with a clearer vision. Through practice and with the dedication of a special ability to a greater good, the hero is truly born and recognized.

Do you want to be an author Super Hero? Do you long to use your words, special abilities, and insights to save the world and create solutions? If so, you're in the good company of authors like Spryte Loriano, who used the principles in her book *It's a Delicious Life* to found Feed333. She manifested her organization with a belief that average people can come together and make a big difference in a short period of time. Spryte first visualized raising \$30,000 to feed

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children, wrote the number down on a pad, and then a voice in her head told her, "That's not a big enough game." She scratched that out and changed the number to \$300,000, and heard again, "Not big enough." So she hesitantly put down \$3 million. But it wasn't a problem. The more she shared her idea with other authors and businesspeople, the more help she gathered. The way ahead was clarified. Stepping up to this cause made her a leader. And it has also prepared her to launch a new book in 2007 on having delicious relationships.

Was Spryte born knowing how to promote books and build organizations? No. She's been following in the footsteps of the successful authors and entrepreneurs who've preceded her. In addition, she's an example of a paradigm I've identified that I plan to teach book writers in all of my 2007 publishing programs:

- **SUPER:** Be a Metacognitive Author (I.E., Understand Your Role/Think about Your Thinking)
- **H:** Hone Your Unique Vision and Purpose
- **E:** Expert-ize and Empower Yourself
- **R:** Readiness Is the Key to Success
- **O:** Offer Your Message and Embrace Opportunities

By incorporating these principles persistently and consistently in your book development and marketing processes, and working smart (in other words, with a high degree of efficiency and alignment to your higher purpose), you'll soon prove your heroism. Let's shine together this coming year!

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