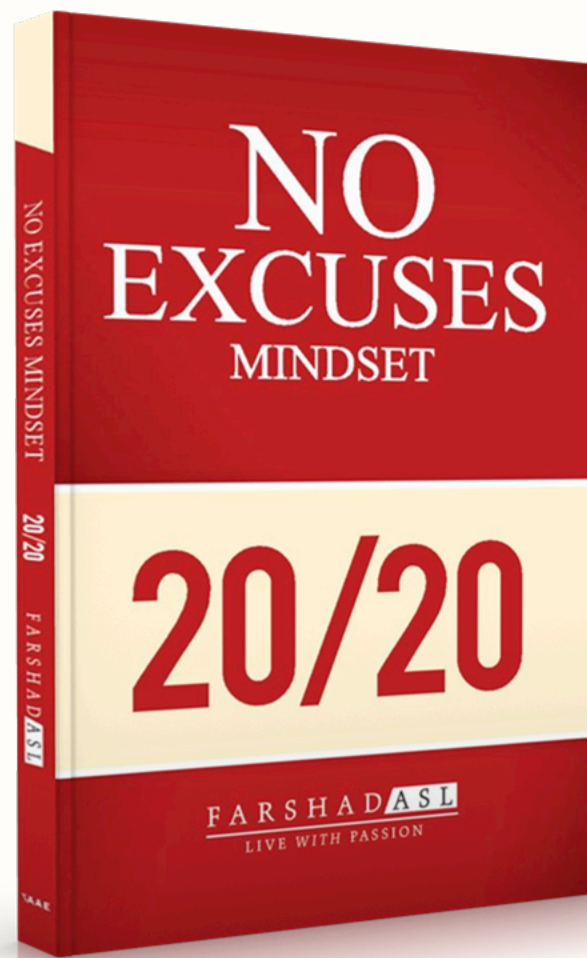


NO EXCUSES MINDSET

A Life of Purpose, Passion, and Clarity



Media Kit

Everything you need to know to transform your life.

The No Excuses Mindset

Isn't it time you exchanged excuses for excellence?

With the odds stacked against him and every reason not to succeed, author Farshad Asl—a man of conviction and determination—chose to press forward.

In a brand new country, with a thick foreign accent, Farshad achieved his goals and realized his dreams through utilizing the “No Excuses” mindset. This powerful process eradicates the doubts, fears, and inabilities that often sabotage success.

When you dive into this story you'll discover there is no room for excuses in life, only opportunities. This paradigm shift will transform your success into significance and your valor into value.

Isn't it time you were equipped, empowered, and encouraged to live a life of passion, purpose, and clarity?

What are you waiting for?

Short Bio



Farshad Asl has a burning passion—inspiring others to become the leader they were born to be. A man of faith, integrity, and love, Farshad is an Entrepreneur and a certified John Maxwell Leadership Coach, Teacher and Speaker. He also serves as the Regional Director at Bankers Life. He and his wife Mina, live with their two daughters, Michelle and Rachelle, in California. Connect at TopLeadersInc.com

"There are life stories and then there are stories that change lives. *The "No Excuses" Mindset* is filled with real life stories that will change your life. This will be a book you will want to use as a guide as you live out your own life story."

—Paul Martinelli, President The John Maxwell Team



"Farshad is a leader who sets high standards for himself as a leader and that is the secret to his success. In *The "No Excuses" Mindset* he shares with us the ways we can take decisive actions, providing us with a new landscape of opportunity in how we live our lives and lead our business."

—Deb Ingino, CEO Strength Leader Development



"With compelling candor and masterful storytelling, Farshad Asl serves us rich content forged from his proven process. *The "No Excuses" Mindset* opened me up to what's possible personally and professionally."

—Kary Oberbrunner, Author of *Day Job to Dream Job*, *The Deeper Path*, *Your Secret Name*, and *ELIXIR Project*



"Everyone should read this excellent book to develop a *"No Excuses" mindset*. You'll be inspired by Farshad's life story and others who are testaments to applying a 3D Mindset. These practical ideas will dramatically impact your business, professional success, personal life and family."

—Mike Esterday, CEO, Integrity Solutions



"*The "No Excuses" Mindset* is a book about purpose, passion and perseverance. It explains the journey of every successful person who dared to follow their dream. Farshad not only shows you his journey to achieving his dream; he has created a roadmap to enable you to achieve yours!"

—Johnny Walker, MA, CPC, Founder, Foundational Core Values™



"This book is a gift to anyone who reads it. Farshad Asl lives this message, making this book an inspirational and practical handbook for eliminating the excuses that would hold you back. In fact, as you read these pages you will not only be stripped from the excuses you've relied on but some new ones will be revealed. I dare you to begin at once!"

—Scott M. Fay, Vice President, The John Maxwell Team



About the Author

Why do people live with excuses? This question haunts me day and night. In reality, our lives are filled with an abundance of opportunities. Yet, too often these opportunities are overshadowed by the excuses we craft for ourselves to justify our failures and remain comfortable in a conditional state of life. It seems as though we would rather rely on an excuse than to act on an opportunity. Is this a case of fear or mindset?

I believe any fear can be eradicated through the right mindset. Therefore in our case of the excuse ridden life, it truly is a matter of a mindset. From childhood, my parents always encouraged me to have the right mindset toward any challenge or endeavor I encountered. This mindset was the “No Excuses” mindset. Through this, I was taught that within any obstacle existed an opportunity, therefore, why should one resort to excuses when opportunities are available.

When I first arrived to America October of 1998, I had \$400.00 in my pocket and a deep desire to transform my life. America was the land of opportunity, not the land of excuses; therefore I knew I had to live it right. My hunger to succeed outweighed any doubt or fear I had. I was going to make my “American Dream” a reality. I paid no attention to hindrances that came my way; I did not allow them to become an excuse. I kept my dream alive.

With the odds stacked up against me, I had every reason not to succeed. I was in a brand new country, with a thick foreign accent, no connections or prospects. Nevertheless I knew I had to move forward; I knew I needed to find a job and make a life for myself. Therefore, I conjured up every bit of conviction and determination I had within myself and dared toward the opportunities before me.

A major obstacle I was faced with was the English Language. I spoke very little but I was determined to overcome this shortcoming. Back then, with every challenge facing me, I could have easily fallen prey to a plentitude of excuses for not succeeding, but I chose to live against this reality. I became more aware and intentional about making my success in America a reality. I knew I would achieve my goals and realize my dreams by utilizing the “No Excuses” mindset, instilled in me by my mother and father.

This powerful mindset eradicates the doubt, fear, and inability that often sabotage our success in life. The “No Excuses” mindset helps you realize and utilize what you have and what you are capable of. At the time, what I had were three books in English, the Bible, a Dictionary, and John C. Maxwell’s 21 Laws of Leadership. What I was capable of was improving my English. Therefore I began to study English with those books and began to look for a job.

Sooner than later I found that there was no room for excuses in life, only opportunities. By chasing every opportunity that came my way, I was able to find a wonderful position with Bankers Life as an Insurance Agent. Through that opportunity, I developed the skills to grow as a leader within the company. I rose above my wildest dreams. While succeeding in the insurance industry, I was blessed with the opportunity to create Top Leaders Inc., an organization determined to make a contribution to the world by developing top leaders who serve others with passion and integrity.

This “No Excuses” paradigm shift transformed my success into significance and my valor into value. It equipped, empowered, and encouraged me to live a life of passion, purpose, and clarity. If I could achieve my dream—an immigrant who had every excuse in his arsenal not to succeed—then you can achieve yours too.

Why Read The No Excuses Mindset?

- 1 You can turn your failures into success, but you can't turn your excuses into success. There is always an opportunity to learn from failure, to turn it around and succeed the second or third time around.

Failure is a circumstance that can be changed based on your actions while excuses are a mindset which one can get stuck in.

Changing your mindset can change your life.
- 2 Success is not your end goal, significance is.

Learn how to turn your success into significance.

Life is about your influence and the value you bring to people's lives.

When you live a life of purpose and passion, your success becomes significant.
- 3 Discover how to become someone who exceeds expectations.

Statistics show that 83% of people don't meet expectations, 11% of people actually meet expectations, while only 6% of people exceed expectations.

People so not only meet, but exceed expectations think and live differently.

EXCEED EXPECTATIONS

01 CLARITY ▶

02 UNDERSTANDING THE 90/10 PRINCIPLES ▶

03 ANTICIPATION ▶

04 INNOVATIVE ▶

05 MASSIVE ACTION ▶

06 LOOK YOUR BEST ▶

07 COMPASSION ▶

Interview Topic

1. Getting unstuck

Book Excerpt: Page 90-91

Three simple ways to get Unstuck:

1. Acceptance

The number one reason why people stay stuck is because they cannot accept that they are stuck. Accept that you are stuck, that something needs to change, that you have plateaued, and that you have stopped growing. Realize and understand who and where you are in life.

“Be the hero of your own story. You were born to turn your mess into a message, and the test into a testimony.”

2. Decisiveness

Indecisiveness is the number one reason for failure. Lack of ability to make a decision in a timely manner causes most people to fail with their projects and plans. Identify this challenge and decide to no longer let it be a setback from your success.

“Decisiveness is a characteristic of high performing men and women. Almost any decision is better than no decision at all.” —Brian Tracy

3. Change

Once you accept your circumstances and decide to take action, you can welcome change. Change is an opportunity to form new habits and become who you are meant to be.

“Change is the process of conquering fear by getting out of your comfort zone and living daily in your God-given gift zone.

2. Experiencing a paradigm shift

Book Excerpt: Page 23- 34

Four Steps to a Paradigm Shift

• Challenge your paradigm

... Everyone has a paradigm, a “lens” through which they view the world around them. This paradigm impacts the way we observe and interpret what we see. Most don’t think about or take into account what sorts of things influence their perception of the world. They simply accept what they see, as if it is static, immovable, and unchanging. Even

fewer know how to retrain their minds or alter their paradigm. For them, such change would be unimaginable to accomplish.

The inquisitive nature of youth should carry over into our adult lives. Challenging the status quo and enticing curiosity should be a daily practice of adult life. We must reinvigorate that incessant drive in order to adopt a “No Excuses” mindset. It isn’t a new revelation, but rather, a radical change in what we know about ourselves—our minds, our souls, our wills, and our emotions. It is a massive reconditioning, a complete reboot of the fundamental shift in how we view reality ...

- **Ask questions**

There is a vulnerability that we exhibit when we choose to continue learning. As most would acknowledge, the best way to learn and grow is to ask questions. Asking questions opens us up to new ideas and perspectives. They transform our thinking and draw out solutions. It produces a mindset that, by nature, has to be receptive to new information. That openness brings forth the realization that we may not know everything.

- **Be open to change**

Change is a difficult process. It can truly take place in an environment of support, structure, and sacrifice. Support comes from asking for help, seeking professional coaching, and surrounding yourself with the right people. Structure requires accountability, a follow-up system, and action. Sacrifice requires paying the price, getting out of your comfort zone but staying in your strength-zone.

- **Take decisive action**

“Decisiveness is the number one quality of a dynamic leader; his ability to communicate a decision with passion and integrity is an art form.”

Too often, decisiveness is overlooked. Nevertheless, it is one of the most important characteristics of the “No Excuses” mindset that results in a successful paradigm shift. Indecisiveness is the number one reason for failure. When we can’t make the right decisions, we start blaming, procrastinating, and giving excuses. So stop hoping that someday things will change, and start focusing your energy on the “why” instead of just the “how.” When you find your why you will find your way, and from this point on, your level of commitment will help you finish the project in hand.

3. Purpose and Passion Alignment

Book Excerpt: Page 16-17

Know what you want to accomplish in life, identify your purpose, and align it with your passion. When you are crystal clear on this matter and are laser-focused on your end goals, your time will be “managed” as effectively as your life. A purpose-driven

life is a well-managed life. Successful life management and planning is about fine-tuning your TO DO and NOT TO DO lists. Everything in life will fall into one of the following categories

- **Do it now.**

There are things in life that require a sense of urgency; don't put them off. Take action and just do it now.

- **Do it through others.**

Delegate. True leaders understand the importance of delegation—they know that they can't do everything on their own. We must accept the fact that we can't be good at everything.

- **Do it later.**

Procrastinate with purpose. Intentionally set time aside to get minor tasks, projects, and responsibilities done. Box them away for a later time and date. Don't let the minor things in life influence your effectiveness today while you focus on the major things in life.

- **Don't do it at all.**

Change your habits. Identify areas in your life that occupy your time but don't bear any fruit. If it's not adding any value to you or others, and if it's not getting you closer to your purpose, then don't do it at all.

- **Do it with enthusiasm.**

Do it with passion or don't do it at all. Nothing significant has ever been accomplished without enthusiasm. Give it all you got, stay consistent, and never give up.

Sample Interview Questions

1. What influenced and inspired you to write The No Excuses Mindset as your debut book?
2. Is your content mostly based on experience or research and observation?
3. What value or change do you want to bring forth with this book?
4. Who is your target audience?
5. Can your audience be further coached by you on the Paradigm Shift, 20/20 Mindset, or 3D Mindset?
6. How does your faith play into The No Excuses Mindset?
7. Based on your experience with cancer, how can someone struggling with their health benefit from this book?
8. Your book is very interactive; ending each chapter with a set of questions... what is the purpose behind this design?
9. You have four “No Excuses Profiles” in the book... do you know these people personally? What roles have they played in your life and vice versa?
10. If you could offer a piece of advice to your audience on the “No Excuses” mindset, what would it be?

About Top Leaders Inc:

- **What?**
Bring Top Leadership to communities both local and worldwide.
- **When?**
Top Leaders Inc was established on February 8th 2013.
- **Where?**
Top Leaders Inc was founded in Los Angeles California, with Leaders and Leadership Coaches spread out worldwide.
- **Why?**
Mission statement: “To make a contribution to the world by developing top leaders who will serve others with passion and integrity.”
- **Who?**
The Leaders and Coaches within this organization have organically found their way to becoming a partner, ambassador, and contributor for Top Leaders Inc. People who are genuinely interested and believe in the mission statement join our ever growing team. Nevertheless, Top Leader Inc. is not actively seeking to fill any positions currently.

Large High Resolution Images of Logo and Brand

- Top Leaders Inc. <http://www.topleaders.co>
- “No Excuses” Mindset Logo
<file:///Users/waltdesignart/Desktop/No%20excuses%20logo.png>
- Farshad Asl’s Photography
<file:///Users/waltdesignart/Desktop/farshad%20book%20pic.png>

Press/Articles

- Amazon Reviews
https://www.amazon.com/No-Excuses-Mindset-Purpose-Passion/dp/1943526710/ref=sr_1_1?ie=UTF8&qid=1475533867&sr=8-1&keywords=the+no+excuses+mindset
- John Maxwell Group <http://johnmaxwellgroup.com/>
- <http://www.johncmaxwellgroup.com/farshadasl>
 - Here you will find information about Farshad’s Mastermind Groups, Speaking and Workshops, Coaching Services, and Leadership Assessments.
 - Here you will be able to invite Farshad to speak/coach at your next event.

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