

**Don't Tackle New Year's Goals With an Old Mindset.
New Coaching Book Delivers a Program That Trains the Brain to Achieve Success**

ROCHESTER, NY — September 18, 2018 — With a deluge of self-help and motivational books on the market, it might seem mystifying why so few people manage to actually accomplish their goals of change. That's because telling you how to change and getting you excited for change is all well and good, until you try to tackle the situation and realize one key component is missing: no one has told you how to go about it, until now. A new book, *It Starts with You: Turn Your Goals Into Success*, by Fred Stuvek, Jr., (\$15.95, Triumvirate Press, August 2018), goes beyond the inspirational narrative — it's actually an instruction manual focusing on the only area where real change originates: your brain.

With both a military and business background, as well as sports, Stuvek has observed and codified the only brain training regimen that creates quantum leaps of action. This training manual for operative success incorporates just three fundamental principles, and five basic procedures that apply to any and all areas of success: personal success, professional, financial, performance, etc.

In *It Starts with You: Turn Your Goals Into Success*, Fred Stuvek leads the reader through a series of steps to clarify:

- WHAT is important to attain success in any given scenario
- WHY it is important
- HOW to execute the actual tasks involved

“Your achievement in life will be determined largely by the belief and confidence you have in yourself and what you do. You will never reach your true potential without this steadfast belief and confidence. A strong person who believes in himself or herself cannot be defeated, as they are confident. They have a warrior-like mind-set, they have the will to prevail, and they have trained themselves to be the best.”

Fred Stuvek, Jr. has achieved extraordinary success in diverse realms. Born in West Virginia and raised in Pennsylvania, he has been inducted into the Pennsylvania Sports Hall of Fame for achievements in football, basketball, baseball, and track. He graduated from the United States Naval Academy, after lettering three years as quarterback for the Midshipmen. After service as a Naval Officer, he transitioned to the business world where he has held senior leadership positions in private and public companies, both domestically and internationally. Key successes include an international medical imaging start-up that led to a successful IPO, and forming a private medical services company, which he subsequently sold. From the playing field, to the war room, to the board room his leadership and accomplishments have given him a distinct perspective and a results-oriented mindset.

It Starts with You: Turn Your Goals Into Success (\$15.95, 204 pages, Triumvirate Press, 5.5 x 8.5”, paperback, ISBN: 978-1732306028) is available at neighborhood and online booksellers. For more information, visit www.itstartswithyou.net.

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