

(continued from front flap)

There's no dream too big to be beyond the power of the *Dream Year* process. But before you conclude that this all sounds terrifyingly risky, consider Arment's wise words:

"Worst-case scenarios rarely happen. And even when they do, they're not as bad as we think. In fact, what most of us call a worst-case scenario is often just a reduction in our standard of living. If it becomes as bad as you'd feared, you can always get another job. You can recover your life savings. You can get your dignity back. But you can never recover what you never tried at all."



BEN ARMENT has started several companies and runs Dream Year, a coaching organization that helps turn dreams into reality. He also leads an annual conference for thousands of creators, dreamers, and entrepreneurs called STORY. He lives with his family in Virginia Beach, Virginia.

WWW.DREAMYEAR.NET

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"The employee mind-set is disappearing like the factories where it was born. We'll all expire if we wait for some force outside ourselves—business or government—to bring us jobs or teach us who we are or how we ought to live. Ben Arment's *Dream Year* is a powerful launching pad for that mental reboot. Start here."

—STEVEN PRESSFIELD, author of *The War of Art*,
Do the Work, and *The Legend of Bagger Vance*

"Ideas alone aren't sufficient; it's what you do with them that counts. If you have a brilliant idea but aren't sure where to begin, *Dream Year* will show you step-by-step how to make it reality."

—TODD HENRY, author of *Die Empty*

"Ben's concept of frustration's unexpected role in our passions was absolutely brilliant. I literally clapped out loud when I read that section. Best part? That was only chapter one. Everything else that followed was just as awesome, which is not surprising given that Ben spent years honing these ideas with real people who have real dreams. People like you and, it turns out, people like me too."

—JON ACUFF, *New York Times* bestselling author of *Start: Punch Fear in the Face*, *Escape Average*, and *Do Work That Matters*



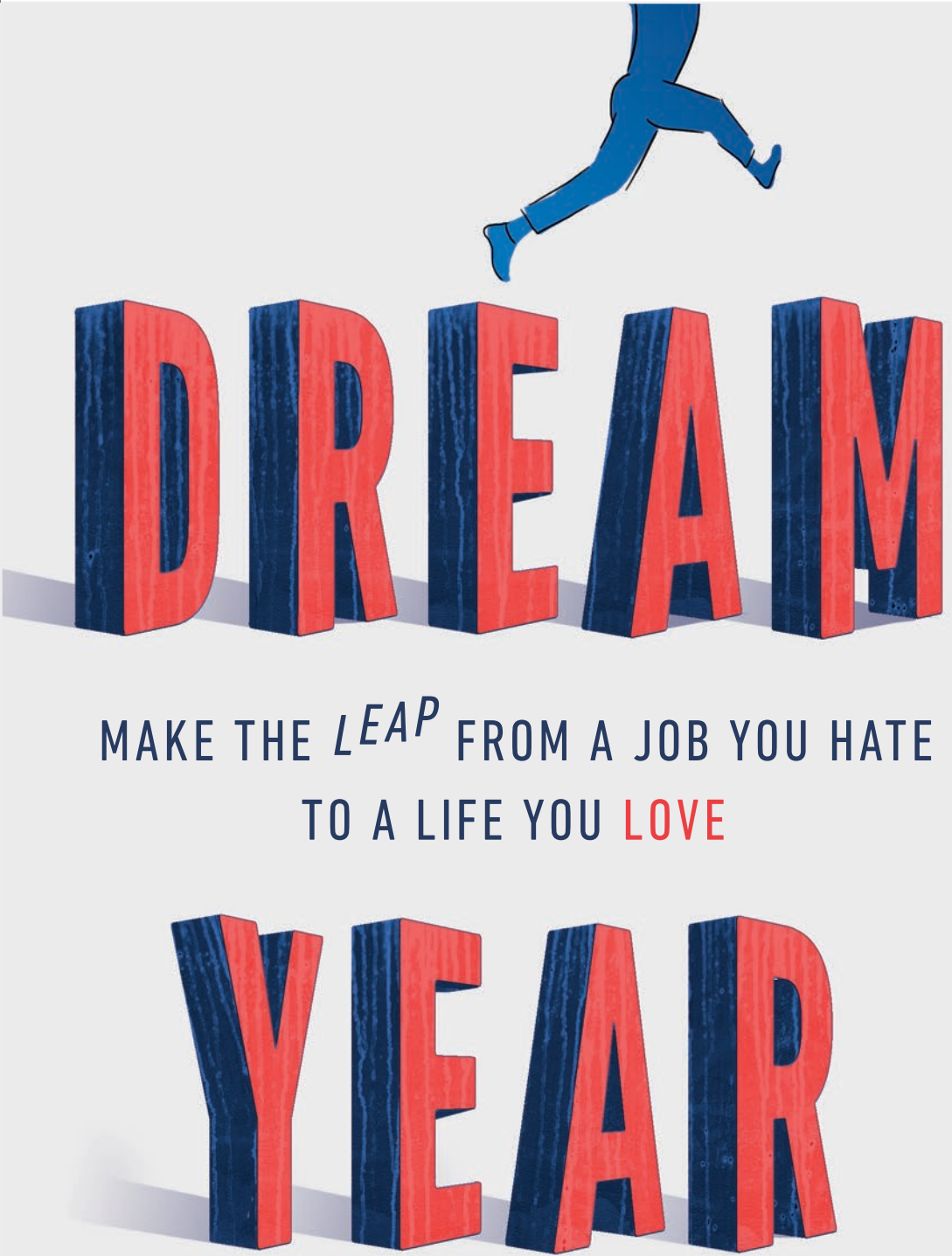
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BEN ARMENT

DREAM YEAR

MAKE THE LEAP FROM
A JOB YOU HATE
TO A LIFE YOU LOVE

BEN ARMENT



MAKE THE *LEAP* FROM A JOB YOU HATE
TO A LIFE YOU LOVE

U.S. \$27.95 / CANADA \$32.95

"Some people are content to help fulfill the dreams of their employers. But my guess is you're not one of them. You were born with a dream of your own. And this year, you're doing something about it."

Somewhere along your road to adulthood, you pushed your dreams to the side. You had to pay bills. You feared taking a risk on yourself. And so you settled into an unfulfilling, perhaps even unpleasant career. If it's any comfort, you're far from alone; 66 percent of Americans hate their jobs.

But what if someone could guide you, step-by-step, as you identify, plan, and launch your dream career—in just one year. That's what Ben Arment does in his transformative coaching class, which has helped hundreds of people reinvent their lives to enjoy greater enthusiasm and fulfillment while also making a living.

Now he's sharing his best insights, advice, and inspiring true stories in *Dream Year*. You'll find out how people just like you are discovering (or rediscovering) what they were truly born to do, then following a proven process to make it real. And you'll meet men and women such as . . .

Chuck Templeton, who created an online reservation system, Open Table, that now serves more than thirty thousand restaurants worldwide.

Katie Strandlund, who launched her own event-planning business and developed a full and deeply gratifying client list.

Fabien Riggall, who combined his love for film and theater into a unique experience called Secret Cinema, which has reached 160,000 people.

Hilary Barnett, who started a social media company that now employs several team members and creates content for national brands.

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