



# The Seven Minute Difference: Small Steps to Big Changes

*Allyson Lewis*

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Do you want more? More hope, more joy, more fun and more fulfillment? Change is the essence of life; the biggest, most meaningful, and dramatic differences in our lives—and in our world—are really just the result of a series of small, seemingly insignificant changes. "Amazing changes can occur in the most surprisingly small amounts of time," says Allyson Lewis, author and senior executive at a major financial services firm. "In just seven minutes my life changed forever, in this book I will share exactly what happened to me and how it can happen to you." In *The Seven Minute Difference*, Lewis motivates business professionals to grow through micro-actions that can be completed in as little as seven minutes. According to Lewis, small efforts such as two extra sales calls, a daily action plan, a review of a competitor's product, or a change of schedule can make the difference between mediocrity and excellence. This book coaches readers to realize their full potential by focusing on four fundamental truths: Change begins to happen the moment you decide to change; you must want to change; you must expect change; you should enjoy the process of change. Drawing upon years of experience as a motivational speaker and financial advisor, Lewis shows how she has successfully used these principles to help thousands of corporate executives, financial advisors, insurance executives, entrepreneurs, accountants, and attorneys change their lives. Chapters are filled with concrete examples, anecdotes, and sage advice, such as "Life is like luggage, there are limits to what you can take on the journey" and "If you want your life to be different, you must be different." With humor and flair, *The Seven Minute Difference* spurs people to unlock their purpose, knowledge, and passion, and as a result, transform their lives at work and at home. Highlights Allyson Lewis inspires readers to:

- Define a mission and action plan that will support change

- Implement change and keep the momentum going
- Paint the canvas of your life – map out your goals
- Prioritize, organize, and simplify work and life to achieve greater productivity

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