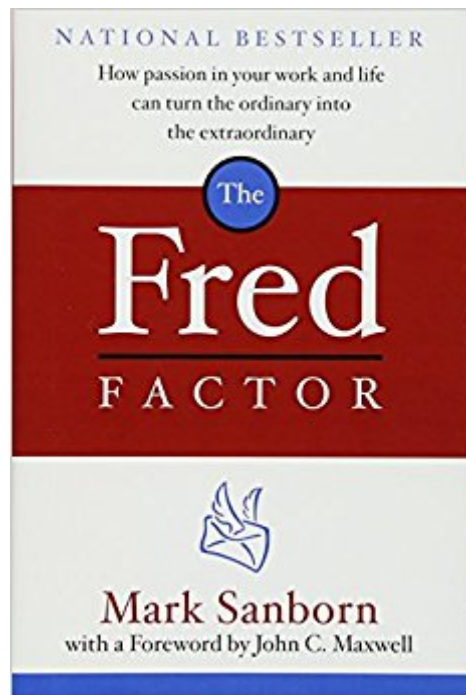




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# The Fred Factor: How Passion In Your Work And Life Can Turn The Ordinary Into The Extraordinary



## Synopsis

Meet Fred. In his powerful new book *The Fred Factor*, motivational speaker Mark Sanborn recounts the true story of Fred, the mail carrier who passionately loves his job and who genuinely cares about the people he serves. Because of that, he is constantly going the extra mile handling the mail – and sometimes watching over the houses – of the people on his route, treating everyone he meets as a friend. Where others might see delivering mail as monotonous drudgery, Fred sees an opportunity to make a difference in the lives of those he serves. We’ve all encountered people like Fred in our lives. In *The Fred Factor*, Mark Sanborn illuminates the simple steps each of us can take to transform our own lives from the ordinary – into the extraordinary. Sanborn, through stories about Fred and others like him, reveals the four basic principles that will help us bring fresh energy and creativity to our life and work: how to make a real difference everyday, how to become more successful by building strong relationships, how to create real value for others without spending a penny, and how to constantly reinvent yourself. By following these principles, and by learning from and teaching other “Fred’s,” you, too, can excel in your career and make your life extraordinary. As Mark Sanborn makes clear, each of us has the potential to be a Fred. *The Fred Factor* shows you how.

## Book Information

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## Customer Reviews

“The Fred Factor is a powerful, poignant parable of success. It’s about going the extra mile and always doing more than is expected. It is revolutionary, yet simple. It is life changing.” --Brian

Tracy, author of *Focal Point* and *Goals: How to Get Everything You Want* "Faster Than You Ever Thought Possible"

Meet Fred. In his powerful new book *THE FRED FACTOR*, motivational speaker Mark Sanborn recounts the true story of Fred, the mail carrier who passionately loves his job and who genuinely cares about the people he serves. Because of that, he is constantly going the extra mile handling the mail - and sometimes watching over the houses - of the people on his route, treating everyone he meets as a friend. Where others might see delivering mail as monotonous drudgery, Fred sees an opportunity to make a difference in the lives of those he serves. We've all encountered people like Fred in our lives. In *THE FRED FACTOR*, Mark Sanborn illuminates the simple steps "each of us can take to transform our own lives from the ordinary - into the extraordinary. Sanborn, through stories about Fred and others like him, reveals the four basic principles that will help us bring fresh energy and creativity to our life and work: how to make a real difference everyday, how to become more successful by building strong relationships, how to create real value for others without spending a penny, and how to constantly reinvent yourself. By following these principles, and by learning from and teaching other "Fred's," you, too, can excel in your career and make your life extraordinary. As Mark Sanborn makes clear, each of us has the potential be a Fred. *THE FRED FACTOR* shows you how.

Every can be a Fred and everybody should read this book, whether they are a clerk at McDonald's or CFO of Chase bank. The author provides a profile of postman named Fred, who provides excellent customer service. I think everybody knows how to give excellent service, but I would argue that we are so wrapped up in our own world that forget to provide the service that we know we can. The Fred Factor is like an laconic e-mail reminder; it reminds us of something we should be doing.

This is a very short book: something like 113 pages with not a lot of page surface for words. It's one of those books that should really have been longer (to get your money's worth) but couldn't really be without distorting the clarity of the message. It is a quick and enjoyable read, and it has a lot of real life examples and ideas. Most of it is commonsense, but that doesn't mean it isn't useful. It is all about the excellent service that a mail carrier provides over his career, and why he chooses to go "above and beyond" all the time with his dedication. It reminds me a lot of another book called "Fish! A Remarkable Way to Boost Morale and Improve Results". We read both books for our workplace book-club and enjoyed both. Both were written by motivational speakers, and both try to work their

way into a whole teaching program with awards and special terms and the like. Personally, I don't care for this type of commercialization, and I'm not about to go out calling people "Fred" or hand out "Fred" pins, but I darn well am going to look at the message of the book seriously and take it to heart. I recommend this as a book that will appeal to a lot of people because it is not intimidating (especially to non-readers) and because it is written in an easy conversational style. (I think it is a good book for reading clubs.) And finally, as one of my favorite lines in the book said (spoken by Abraham Lincoln) "Whatever you are, be a good one."

This short book focuses on a mailman Mark Sanborn met, a man named Fred. When the author first met Fred, Fred took an effort to get to know his new customer, and find ways to do a better job as a mailman. This book about the value of doing a better job, how to build relationships, and why we should take initiative. In short by going the extra mile we'll have a better life, and others will benefit. It is a good book, and a short book. It is well written. The book is entertaining and at the same time makes many good points. The first of four sections covers how the author met Fred the mailman, and how very quickly the author realized that Fred was a superstar mail carrier. The basics of what a "Fred" is are explored, and then the author mentions sightings of other "Fred" s. The second section explains how you can become a Fred. Basically you need to build relationships with others so you know them well enough to then be able to be create, take initiative and make a difference. The third section gives pointers on how you can help others grow into being Freds. The basic steps are to: 1) Find - how do you recognize a Fred 2) Reward - how should Freds be rewarded 3) Educate - how help people improve their Fredness 4) Demonstrate - model the correct behavior The final section recounts the value and importance of being a Fred. This is a book worth reading. It provides a good reminder and motivation to go the extra mile and do a better job.

Just a quick note of Thanks for the incredible growth that I have experienced working with your book "The Fred Factor". After reading it , applying it on a daily basis I have been seeing some amazing things happen in my life. My job is booming at a frightening however wonderful rate. My marriage is greatly improved. My wife and I are connecting at a much deeper level. I am feeling more confident in myself, I am more disciplined in my life and all of my relationships are much better. The biggest surprise is that I have a closer connection with God than I have ever had. Thank you so much. I owe a great debt of gratitude for the work you do.

Really love Mark Sanborn and all his books - great advice. LOVED the Fred Factor

Great book. Every airline employee needs to read this AND every passenger does too! Our world would be so much more pleasant!

Very much a feel good read. I recommend to share it with teenagers so they may understand the importance of doing their best and more to make a difference in the lives of others. Preachers from all religious spheres and socially conscious politicians could use it as a basis for an impactful presentations to their followers.

Awesome book!!! Lots of great information in this tome!!! Get this!

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