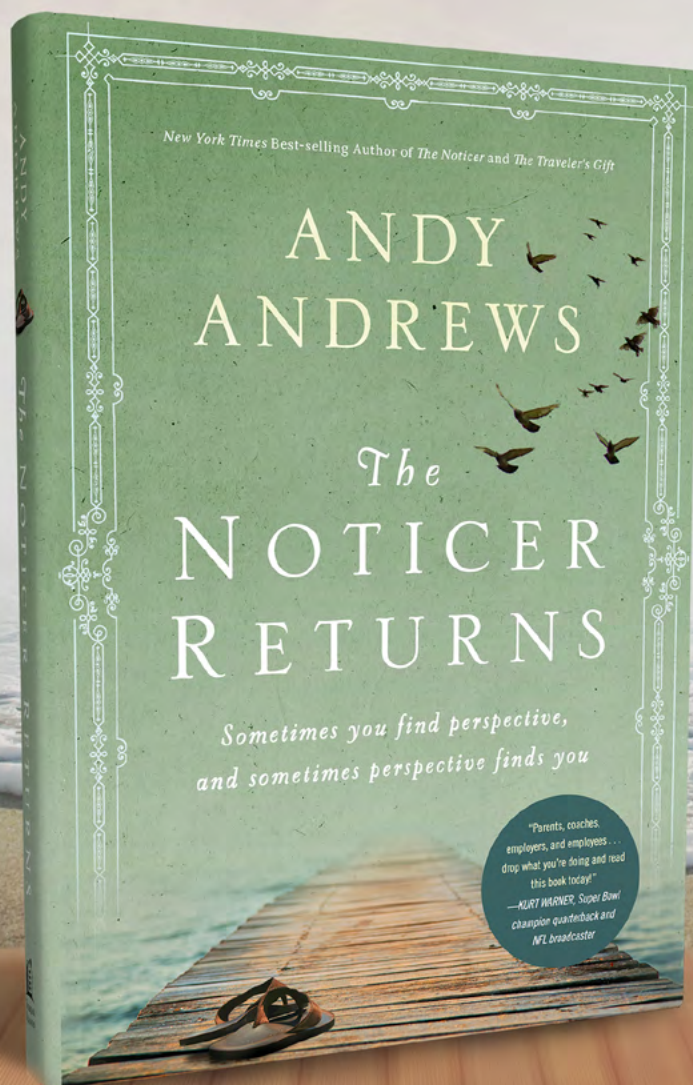


*New York Times* Best-Selling Author

ANDY ANDREWS



# *The* NOTICER RETURNS

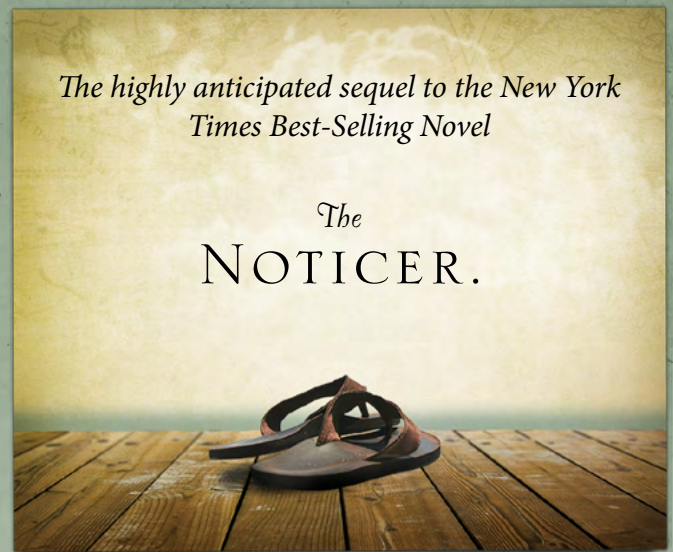
*Sometimes you find perspective,  
and sometimes perspective finds you.*



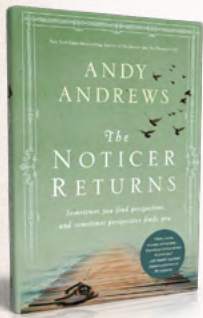
# ANDY ANDREWS

## *The* NOTICER RETURNS

*Sometimes you find perspective,  
and sometimes perspective finds you.*



### WHAT TO KNOW TO SOUND LIKE YOU'VE READ THE BOOK



Andy Andrews has spent the past five years doing a double take at every white-haired old man he sees, hoping to have just one more conversation with the person to whom he owes his life. Through a chance encounter at a local bookstore, Andy is reunited with the man who changed everything for him—Jones, also known as, “*The NOTICER.*”

As the story unfolds, Jones uses his unique talent of noticing the little things that make a big difference. And these little things grant the people of Fairhope, Alabama, a life changing gift—perspective. Along the way families are united and financial opportunities created, leaving us with powerfully simple solutions to the everyday problems we all face.

WHAT STARTS AS AN ACCOUNT OF ANDY'S  
EVERYDAY REALITY UNFOLDS INTO AN  
INTRIGUING STORY REVEALING THE  
EXTRAORDINARY PRINCIPLES AVAILABLE  
TO ANYONE LOOKING TO CREATE  
A BETTER LIFE.

### WHY READ IT NOW?

*The Noticer Returns* provides incredibly simple answers to the seemingly most difficult problems you encounter on a daily basis. As Jones helps the citizens of southern Alabama through common issues such as debt, parenting troubles, marriage, and more, readers will be given the tools to look at the problems in their own lives from a refreshing new perspective. So often, we are simply one idea away from pushing through a problem that seems impossible to solve. Through a combination of captivating storytelling and timeless wisdom, *The Noticer Returns* will help you find that one idea.

### A FEW THINGS YOU'LL LEARN FROM READING THIS BOOK

1. *The secret to living a life that is wildly outside of “average.”*
2. *The standards that produce extraordinary results in the children you raise or influence.*
3. *How to provide extreme amounts of value in all you are doing for others.*
4. *How to completely alter the situations in your life that seem “bad” by harnessing the power of perspective.*

*“The NOTICER RETURNS is a magical story that will change how you look at life.”*

—Winston Groom, *New York Times* best-selling author of *Forrest Gump*



# INTERVIEW TOPICS *for The* NOTICER RETURNS

## HOW TO LIVE AN EXTRAORDINARY LIFE | *Why You Shouldn't Settle for "Average"*

If you were given a magic wand with the power to change every aspect of your life, you would not use it to create average results. You would make your life extraordinary in every way—from your marriage, to your parenting, to your finances. In this interview, Andy turns conventional wisdom upside down by explaining the mindset you must have in order to achieve results that are wildly outside of “average.”

## THE POWER OF PERSPECTIVE | *Rethink Your Life*

According to legend, two shoe companies each sent a salesman to Africa over 100 years ago. They traveled on the same ship and arrived at their destination at the same time. Within 24 hours, however, the first salesman was composing a telegram for his boss declaring the company's expansion into Africa to be a disaster of epic proportions. “Stop all increased production!” the salesman wrote. “No one here wears shoes!” At the same time, the other salesman was also composing a telegram for his boss. “Send more salesmen,” he wrote. “We have hit the jackpot. No one here wears shoes!”

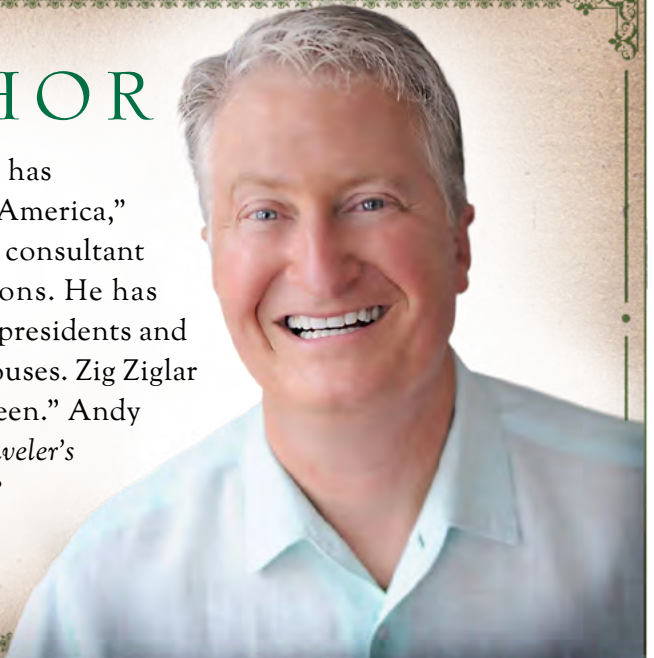
There is another way of looking at every problem we encounter in life. In order to see that “other side,” however, we need the key ingredient of perspective. In this eye-opening interview, Andy explains exactly how to inject perspective into all areas of your life.

## RESHAPING OUR CULTURE | *How We Can Change Our Culture from the Bottom Up*

Ask anyone on the street how they feel about the direction of our society and culture and you'll get a similar response every time—we're not in good shape. Why? Because, as a society, we have yet to define standards for what members of a great culture actually look like! Andy reveals the standards we can begin instilling in our children that will guarantee a change in culture as we raise future generations. This is an interview that parents or anyone charged with making an impact on children will find riveting.

## ABOUT *The* AUTHOR

Hailed by a *New York Times* reporter as “someone who has quietly become one of the most influential people in America,” Andy Andrews is a best-selling novelist, speaker, and consultant for the world's largest corporations and organizations. He has spoken at the request of four different United States presidents and recently addressed members of congress and their spouses. Zig Ziglar said, “Andy Andrews is the best speaker I have ever seen.” Andy is the author of the *New York Times* bestsellers *The Traveler's Gift*, *The Noticer*, and *How Do You Kill 11 Million People?* He lives in Orange Beach, Alabama, with his wife, Polly, and their two sons.



# SUGGESTED INTERVIEW QUESTIONS

for

## ANDY ANDREWS

1. *What* is the difference between an average life and an extraordinary life?



2. *What's* so wrong with being average? Isn't that a good thing?



3. *You* write about "standards" frequently in *The Noticer Returns*. Why are standards important, and which ones do we need to set for our lives?



4. *The NOTICER RETURNS* blends true stories with fiction. Which parts are true? Did you actually know Jones?



5. *What* do we as a society need to do in order to change our culture?



6. *How* can readers find new perspectives on problems they're experiencing? How can they find a "Noticer" of their own?



7. *One* of the key points in the book is that, "You can't believe everything you think." What does that mean?

"Your choices, your words and every move you make, are permanent. Life is lived in indelible ink, boy. Wake up. You are making little, bitty brushstrokes every minute you walk around on this earth. And with those tiny brushstrokes, you are creating the painting that your life will ultimately become—a masterpiece or a disaster."

—JONES

### *The* NOTICER RETURNS

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and sometimes perspective finds you.*

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"I read everything he writes again and again. Andy Andrews is, quite simply, my favorite author."

—Margaret Kelly, CEO,  
RE/MAX