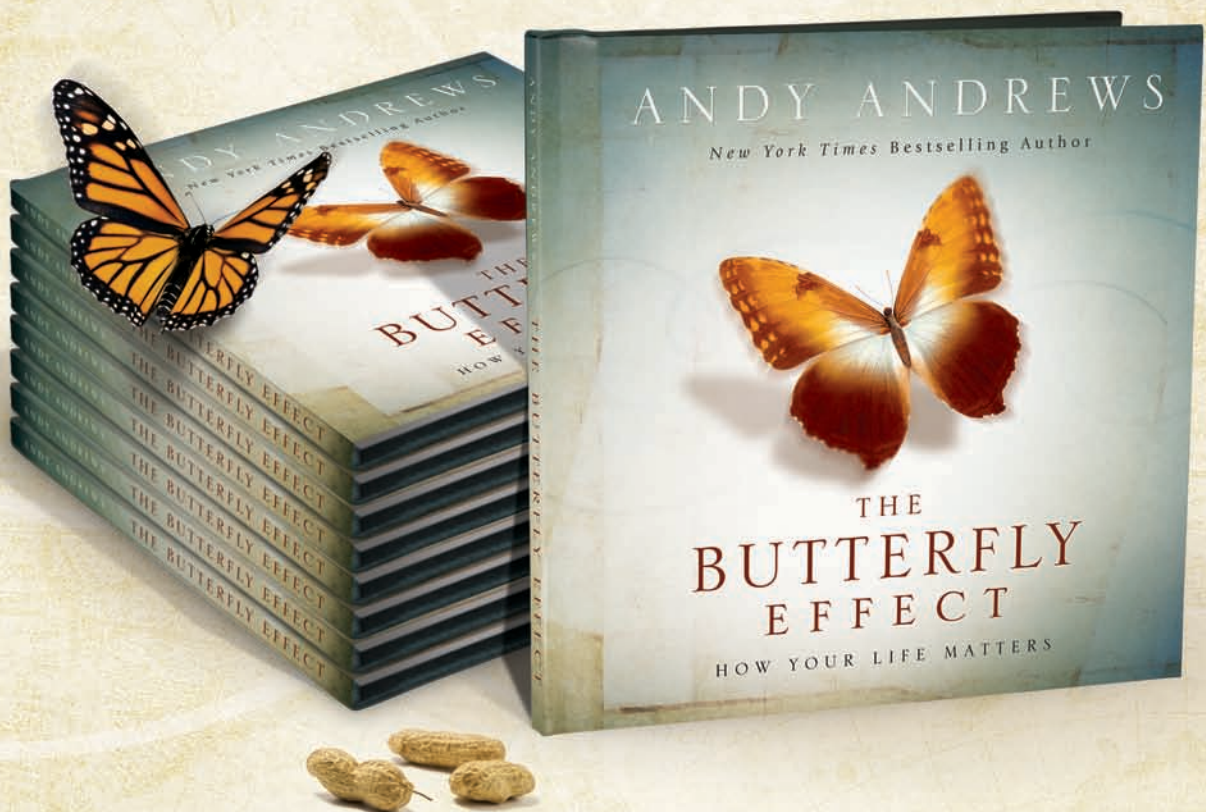


ANDY ANDREWS

New York Times Bestselling Author



THE BUTTERFLY EFFECT

HOW YOUR LIFE MATTERS

THE BUTTERFLY EFFECT

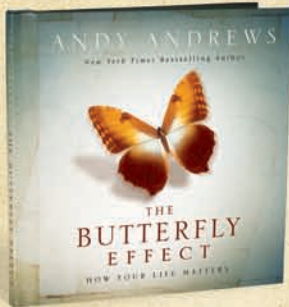
HOW YOUR LIFE MATTERS



“YOUR ACTIONS HAVE VALUE FAR
GREATER THAN SILVER OR GOLD.”

ANDY ANDREWS

WHAT TO KNOW TO Sound Like You've Read the Book



Publisher:
Thomas Nelson

Reference ISBN#:
978-1-4041-8780-1

Hardcover: 112 pages

Release Date:
September 2010

Retail Price: \$14.95

IN 1963,

Edward Lorenz made a presentation to the New York Academy of Sciences and was literally laughed out of the room.

His theory, called the *butterfly effect*, stated that a butterfly could flap its wings and set air molecules in motion that in turn would move other air molecules—which would then move additional air molecules—eventually becoming able to influence weather patterns on the other side of the planet.

For years this theory remained an interesting myth. In the mid 1990s, however, physics professors from several universities, working in tandem, proved that the butterfly effect was accurate, viable, and worked every time.

It has since been accorded the status of a law and is now known in scientific circles as the technical notion of . . .

Sensitive Dependence on Initial Conditions.



Take Joshua Chamberlain, a school teacher from Maine who made one move 150 years ago that positively impacted an entire nation. By charging the enemy without ammunition—and defeating them—he set off a butterfly effect that lasts to this day.

The point? Everything you do *matters*.
THIS LITTLE BOOK IS PROOF!

Who Should Read This Book . . . Now?

The Disheartened:

People who have given up on life, developed a negative attitude, and are unable to find the answers that get them to where they would like to be.

The Skeptics:

People who question the happiness and success of others and wonder if life is simply a lottery ticket where some win and some lose.

Business People, Entrepreneurs, Achievers:

Those who are successful in their careers or in developing their own business ventures.

Pioneers, Frontrunners, Innovators, Leaders:

From Camp David to the camp counselor—those individuals who embrace confidence while continually searching for tools to reach out to those they lead.



About Andy

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 and in-demand speaker for the world’s largest organizations. He has spoken at the request of four different United States presidents and at military bases worldwide. Andy appears frequently on CNN, Fox News, and ABC’s *Good Morning America*. He is the author of the *New York Times* bestsellers *The Noticer* and *The Traveler’s Gift*. He lives in Orange Beach, Alabama, with his wife, Polly, and their two sons.

Learn more at AndyAndrews.com.



*“Is life just a lottery ticket,
or are there choices one can make
to direct his future?”*

ANDY ANDREWS

Suggested Interview Topics

THE POWER OF A SINGLE LIFE, *The Seven Decisions that Determine Personal Success*

History-shaping events are defined in a single moment. Andrews has studied the characters, attitudes, and behaviors of successful people to understand how they have changed history. He has identified seven decisions to which all leaders are committed whether consciously or not. Master these seven decisions and success is yours.

THE ERROR OF INDECISION, *The Consequences of Immobility*

Many people believe you can avoid the consequences of choices by not making them. Andrews explains that not choosing is, in fact, a choice, and not acting is an action. Everything we do—or don’t do—has enormous consequences in our lives and to those around us.

PROOF OF HOPE, *The Truth about Your Future*

Andy Andrews has discovered through painful experience that there’s reason for hope, even in the toughest times. How can someone in the pits of financial, physical, and social despair rise from the ashes and embrace the phoenix of his creative potential? Andrews offers proof that there’s a definitive basis for embracing hope for a much better future.

Interview Questions

FOR ANDY ANDREWS

- 1 A *New York Times* reporter recently wrote that you “have become one of the most influential people in America.” Yet, at one point in your life, Andy, you were literally homeless, living under a pier on the Gulf Coast. Was this where you first began what has become a lifelong search for “life’s principles”?
- 2 The title of your newest book is *The Butterfly Effect*. I have heard that term before. What does it refer to, and why is it important that we understand its significance?
- 3 There are times in our lives when situations occur—with our finances or relationships or even our health—that can seem so devastating that we verge on giving up. Yet, you refer to a “Proof of Hope,” even during our darkest times. Can you explain this proof?
- 4 As the central character in *The Butterfly Effect*, you chose an obscure man who lived more than a century ago. Unbelievably, you were able to show convincingly how one action he took on one critical afternoon of his life changed the very course of human history. His name was Chamberlain, right?
- 5 Why is the message that “we matter” so critical at this particular time in our society?
- 6 It is difficult to take responsibility for the things that happen in our lives. How can one learn to do that, and why is it important?
- 7 Let’s say you had 90 seconds to tell an individual a specific something, and that whatever phrases you uttered in that small particle of time, the listener would believe—without doubt or cynicism—and act upon immediately. What would you say? You have 90 seconds . . .

“Andy is a man with a message you must hear and apply to your life.”

—Dave Ramsey,
Nationally syndicated radio
host and author of *The Total
Money Makeover*



“Andy Andrews has become one of the largest influences in my life.”

—Chris Smith,
Executive, Coca Cola
Enterprises

“KNOW THAT YOUR ACTIONS CANNOT BE HOARDED, SAVED
FOR LATER, OR USED SELECTIVELY. BY YOUR HAND,
MILLIONS — BILLIONS — OF LIVES WILL BE ALTERED, CAUGHT
UP IN A CHAIN OF EVENTS BEGUN BY YOU THIS DAY.”

—Andy Andrews