

**IF THIS WON'T  
GET YOU THINKING,**



**NOTHING  
WILL**

**FRANK SONNENBERG**

*Praise for*

# IF THIS WON'T GET YOU THINKING, NOTHING WILL

“Few voices speak with more clarity and moral courage than my friend Frank Sonnenberg, who has a rare gift for helping people see what truly matters most. His timeless insights call us back to what endures — trust, integrity, and purpose — and inspire us to live them every day.”

**STEPHEN M. R. COVEY, *The New York Times* and #1 *Wall Street Journal* bestselling author of *The Speed of Trust* and *Trust & Inspire***

“Frank Sonnenberg has a rare gift for turning timeless truths into practical wisdom. *If This Won't Get You Thinking, Nothing Will* reveals how to live with purpose — inspiring us to reach higher while proving that integrity and compassion never go out of style.”

**ANGELA MAIERS, Founder and CEO, Choose2Matter, and recognized as one of the most influential educators in the world**

“Frank Sonnenberg’s books guide us to focus on what matters — and this one is no exception! Because ‘when your eulogy is being read with your life’s actions to rehash, would you be proud of the things they say about how you spent your dash?’”

**LINDA ELLIS, Author of world-famous poem “The Dash”**

“This book is a timeless call to pause, reflect, and focus on what matters. In an age of relentless noise and distraction, it offers 365 daily anchors for living with integrity, purpose, and courage. More than a book — it’s a companion for a life well lived.”

**FAISAL HOQUE, Founder, Shadoka and NextChapter, and #1 *Wall Street Journal* bestselling author of *REINVENT* and *TRANSCEND***

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# IF THIS WON'T GET YOU THINKING, NOTHING WILL

*"If This Won't Get You Thinking, Nothing Will* is bursting with valuable information. I strongly recommend it to anyone looking to live a life of integrity, purpose, and happiness."

**DR. OLEG KONOVALOV, Called "the da Vinci of Visionary Leadership," and author of *Beyond Chaos* and *The Vision Code***

"Frank Sonnenberg's new book will help you start — and finish — each day on the right foot! With 365 nuggets of brilliance, enjoy a spark of inspiration every day of the year. Share this gift of wisdom with everyone you care about!"

**THOMAS A. CAPONE, CEO, Global Distance Learning Assoc.**

"Reading this book feels like having a daily conversation with a wise friend. It nudges you to be a little kinder, a little braver, and a little more intentional every day."

**STACY COX, CEO, Turks & Caicos Hotel and Tourism Assoc.**

"Every choice you make defines you. *If This Won't Get You Thinking, Nothing Will* delivers 365 daily challenges to spark reflection, strengthen character, and ignite high performance. Bravo!"

**JAMES STROCK, Author of *Serve to Lead***

*Praise for*

# IF THIS WON'T GET YOU THINKING, NOTHING WILL

“Frank Sonnenberg is one of the most respected thought leaders of our time. This book will challenge you to think, inspire you to grow, and guide you to make the world better.”

**SARAH HINER, Former President and CEO, Bottom Line Inc.  
(publisher of *Bottom Line Personal*)**

“Peter Drucker wrote 366 days of motivation for managers — but he’s got nothing on Frank Sonnenberg! This book offers 365 insights to guide you through life’s highs and lows. Find the passage that fits your day and let it spark reflection and growth.”

**ANNETTE FRANZ, Founder and CEO, CX Journey Inc.,  
internationally recognized customer experience expert,  
and author of three books**

“In these turbulent times, this book is a guiding light. If you’re seeking your own north star — or want to help someone find theirs — look no further. Grab two copies of this must-read: one for yourself and one to inspire a friend.”

**SUE SCHEFF, Nationally recognized author, parent advocate,  
and family Internet safety advocate**

“A delightful collection of Frank Sonnenberg’s daily inspirations. You’ll find yourself reading one, then another, and pretty soon, a whole handful. The good news? There are 365 of them. Read, learn, and enjoy.”

**JOHN BALDONI, Author of 15 books and three collections  
of poetry, and named #1 Management Thought Leader by  
Thinkers360**

*Praise for*

# IF THIS WON'T GET YOU THINKING, NOTHING WILL

“This is an important book! In a world of relentless noise and change, it is a steady reminder of what truly matters. It will enrich your mind and guide your soul.”

**NADINE HACK, CEO, beCause Global Consulting, and former Board Chair, The Desmond Tutu Peace Foundation**

“Once again, Frank Sonnenberg deepens my understanding of myself and others through his powerful writing. This book is filled with timeless wisdom and practical advice for anyone pursuing a purposeful life. It beautifully reflects the strength and grace of a focused mindset.”

**LARAE QUY, Founder, Mental Toughness Center, author of *Secrets of a Strong Mind*, and member of the *Forbes Business Council* and *Harvard Business Review Advisory Council***

“The happiest people I know manage their lives with principle-centered intent. This marvelous book provides 365 inspirational ways to do it.”

**DR. RODGER DEAN DUNCAN, International bestselling author, former senior Fortune 100 business executive, and member of two prior White House administrations**

“This book brims with insight, guidance, and heart. Frank Sonnenberg offers 365 reflections that challenge us to live with moral clarity. Taken together, they provide moral calibration — gentle reminders that a good life comes from consistently doing what’s right.”

**JOHN SPENCE, One of the world’s top business and leadership experts**

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**365 PASSAGES  
TO HELP YOU  
LIVE A LIFE  
OF INTEGRITY,  
PURPOSE, AND  
HAPPINESS —  
ONE DAY AT  
A TIME**

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# 2

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You are the author of your life story.

You can cherish every second, or let time slip through your fingers. You can chase happiness by buying new things or find contentment in what you already have. You can make a difference in someone's life or focus solely on improving your own. You can drift from dawn to dusk or live each day as if there's no tomorrow. Every time you succeed, you can take great pride in knowing that you earned it. Conversely, every time you fail, you've earned that as well. *The key is that you own your life — the choices, as well as the consequences.* As the Bible warns, "Whatever you sow, you shall reap."

Choose wisely.

**Your life is  
determined by  
the sum of  
your choices.**

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## **Self-discipline is having the determination and fortitude to do what's right — even when it's difficult.**

It may require you to speak up when others stay silent, search for the truth when others rush to judgment, and question the status quo when things seem set in stone. You may be called to hold firm when others cave in, find common ground when others refuse to compromise, or sacrifice something today for a better tomorrow. In the end, it's the choices you make each day that define your character and shape your future.

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Humility is a sign of strength, not weakness.

**Humble people are modest about their achievements, grounded in their values, and have nothing to prove to others.**

They're down-to-earth, comfortable in their own skin, and quietly proud. Those who embody humility possess inner peace.

Humble people shift their focus from taking to giving, from speaking to listening, from hoarding credit to deflecting praise, and from acting like a *know-it-all* to recognizing there's always more to learn. There's no ego, no pretense, and no gamesmanship — only authenticity. As British writer C. S. Lewis said, "Humility is not thinking less of yourself, it's thinking of yourself less."

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**There are two types of people in the world — those who face a challenge and say, “This will be tough, but we can do it!” and those who say, “Nobody’s done this before. Why are we even trying?”**

While some might argue that it’s important to be realistic, the biggest obstacle to success may be yourself. Your mindset can be more limiting than any real barrier you face.

After a sporting event, have you ever asked someone how they did? Their common response is usually, “We won” or “We lost.” While factually correct, this answer doesn’t tell the whole story. They might have led the entire game or staged an exciting comeback, performed their best or lost due to unforced errors, won by a landslide or fallen just shy. The point is, while winning or losing, being right or wrong, or doing well or poorly describe the outcome, they rarely capture the full picture. The world is rarely black and white — we learn by exploring the gray areas.

**To truly grow, you must look beyond the surface and reflect on the experience.**

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**Some say "can't" while others say "won't."  
One reflects a limitation beyond your control, while the other reveals an *attitude* and a *choice*.**

Despite the difference, both yield the same result: a failure to achieve a goal or complete a task.

Understanding the distinction could reshape how you view and face challenges — but its impact goes even further.

Your attitude not only shapes your self-esteem but also influences your relationships and career success. As motivational speaker Zig Ziglar said, "A bad attitude is like a flat tire. You can't go anywhere until you change it." What does your attitude say about you?

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One day, you may reflect on your life and ask yourself, “How did I do?” Here are some clues to the answer: Did you follow your priorities or try to please others? Did you focus on what mattered most, or simply tackle your to-do list items in order? Were you grateful for what you had, or was the grass always greener on the other side of the fence? Did you enrich *your* own life, or make a difference in *others’* lives? While career accomplishments are one part of the bigger picture, a life well-lived is defined by staying true to your values, striving to be a good person, and doing what’s right.

**Sometimes, the  
hardest part of  
living right...is  
remembering to.**

# ABOUT THE AUTHOR

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Frank Sonnenberg is an award-winning author and a well-known advocate for moral character, values, and personal responsibility. He has written 13 books and has been named one of “America’s Top 100 Thought Leaders” and one of “America’s Most Influential Small Business Experts.” Frank has served on several boards and has consulted to some of the largest and most respected companies in the world.

Additionally, his blog — FrankSonnenbergOnline — has attracted millions of readers worldwide. It was recently recognized as one of the “Best Leadership,” “Best Self-Improvement and Personal Development,” and “Best Inspirational” blogs in the world.

# OTHER TITLES FROM FRANK SONNENBERG

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## **VALUES TO LIVE BY**

*Know What Matters Most and Let It Be Your Guide*

## **BECOME**

*Unleash the Power of Moral Character and Be Proud of the Life You Choose*

## **LEADERSHIP BY EXAMPLE**

*Be a Role Model Who Inspires Greatness in Others*

## **THE PATH TO A MEANINGFUL LIFE**

## **LISTEN TO YOUR CONSCIENCE**

*That's Why You Have One*

## **SOUL FOOD**

*Change Your Thinking, Change Your Life*

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