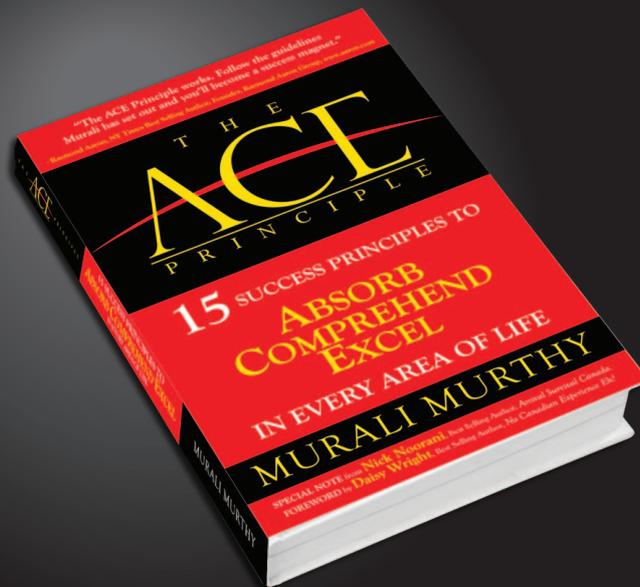


Author Press Kit



*A*bsorb  
*C*omprehend  
*E*xcel  
in every area of life!

**ACE THE DAY**



**Contents**

- Press Release ..... 1.
- About The Author ..... 2.
- Author Note ..... 3.
- Author Bio ..... 4.
- Author Pictures ..... 5.
- The ACE Principle Book ..... 6.
- Book Pictures ..... 6.
- Book Reviews ..... 7.
- Book Testimonials ..... 8. / 9.
- Speaking Seminars ..... 10.
- Speaking Testimonials ..... 11. / 12.
- Mentoring ..... 13.
- Mentor's Note - Nick Noorani ..... 14.
- Mentoring Testimonials ..... 15.
- Media - Questions and Answers..... 16. / 17.
- Contact ..... 18.

**For Immediate Release**

THINK BIGGER. ACT BIGGER. LIVE BIGGER.

New Self-Help Book Reveals 15 Success Secrets To An Extraordinary Life

[City, Province – Date] - Re-ignite your dreams and gain confidence with The Power of ACE. Motivational speaker and author Murali Murthy introduces a set of tools, resources, and services geared towards helping people achieve unprecedented success in every facet of their lives.

The first installment of a three book series, The ACE Principle offers readers 15 Success Principles to Absorb, Comprehend and Excel in every area of life. The ACE Principle teaches readers to:

- Expand their universe significantly to what is really possible
- Go from inaction and procrastination to instant action
- Apply the 'small act, big impact' perspective
- Awaken the dormant or hidden potential within
- Triumph over perceived limitations and challenges
- Create the life they desire with the same success strategies as successful high achievers

Using real life examples such as Usain Bolt, Lady Gaga, Angela Merkel and many more, Murali illustrates how anyone can observe and apply success secrets to lead an extraordinary life.

*“This book is loaded with practical ideas to educate, motivate and inspire you to set and achieve bigger goals than ever before!”*

- **Brian Tracy**, Professional Speaker, Bestselling Author and Success Expert

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*“The ACE Principle works. Follow the guidelines Murali has set out and you'll become a success magnet.”*

- **Raymond Aaron**, New York Times Bestselling Co-author of Chicken Soup for the Canadian Soul

The ACE Principle is now available for purchase online through FriesenPress, Amazon, and Kobo. It is also available for order through most book retailers. Find out more about The Power of ACE and The ACE Principle at [www.poweroface.com](http://www.poweroface.com)

### **About The Author**

Murali Murthy is an author, motivational speaker and coach. A Creative Director and Advertising Strategist, Murali Murthy has a Master's Degree in Communications and has held positions at various agencies across North America, Europe and Asia. Murali shares his passion with an ever-growing audience by delivering seminars, mentoring professionals, and volunteering his time with various marketing forums and organizations. Murali lives with his wife and two sons in Markham, ON, Canada.

For Interviews Contact:  
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**Author Note**

Our lives are the result of what we observe, how we interpret and how we apply that information each moment.

Discover the power, breathe in The ACE Principle™.

Learn how to Absorb, Comprehend and Excel in every field that you choose to enter.

Success is all around you.

**Absorb. Comprehend. Excel... ACE your life!**



The quest for self improvement and personal growth is now an integral part of my life. I'm always looking for ways to increase my capacity to grow, develop and achieve more.

And that means, I'm willing to read, observe, listen, discuss, research and do whatever it takes to become a better improved me. I hope you are too.

**Murali Murthy**

Author, Speaker, Coach

**Author BIO / Profile**

A Creative Director and Advertising Strategist, Murali Murthy holds a Masters in Communications and has held senior positions at various agencies including JWT, TMP, Bozell and Bates in diverse markets across North America, Europe and Asia.

In the recent past, he has developed and directed award-winning sites and interactive projects for Rogers, Scotiabank, TD Canada Trust and RIM to name a few. Murali also volunteers his time with CAMP (Communications, Advertising, Marketing Professionals), Canada's first voluntary organization for the marketing fraternity.

As Chairperson, he helps New Canadians integrate into the job market sooner by providing industry-tested tools, resources and mentorship.

Murali lives with his wife and two sons in Markham, Ontario, Canada.

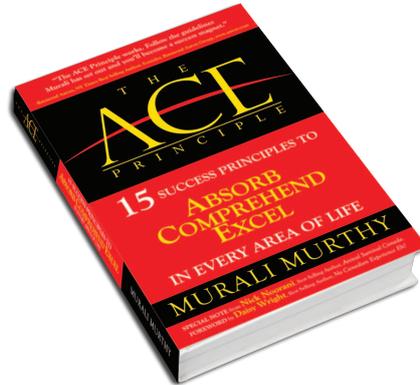
To learn about Murali: [www.VantageCopy.com](http://www.VantageCopy.com)

To learn about CAMP: [www.CAMPNetworking.ca](http://www.CAMPNetworking.ca)

**Author Pictures**



### The ACE Principle Book



One of life's best gifts is that whether a person is six or sixty five, he can change. You can think, learn and apply a fresh perspective anytime to life and improve. You too can make better choices, develop worthwhile habits and create new opportunities; this could be the one for you. You may already be aware of some of the contents in here – yet there could be nuggets that you can readily implement in many areas of your life.

Small act. Big impact. That's how I would like to describe this book. Little bits of knowledge applied consistently can create big results. If you are inspired to take action and raise the bar even in any one area of your life, this book would have truly served its purpose.

Absorb. Comprehend. Excel... ACE your way to success.

### The ACE Secrets

One of the secrets to success is that most success occurs because someone with keen observation skills noticed something that was working, and then had the common sense to adapt and implement it in his or her own life. By being aware of this process, you too can increase your chances of accomplishing your intended outcomes. Beyond the mere Absorption of winning habits, you can make an astute Comprehension and Excel at the next level.

#### The 15 Aces – The ACE Principle Chapters

1. Be Hungry – Desire Success
2. Be Focused – Set Goals
3. Be Proactive – Take Initiative
4. Be Disciplined – Master Habits
5. Be Tenacious - Build Resilience
6. Be Responsible – Take Charge
7. Be Imaginative – Dream Big
8. Be Moneywise - Control Finances
9. Be Choosy – Associate Right
10. Be Sharp – Stay Teachable
11. Be Assertive – Display Posture
12. Be High Quality – Deliver Excellence
13. Be Leading - Exercise Influence

### **Book Reviews**

"Murali demonstrates that he is a master at observing and interpreting success principles. The ACE Principle works. Follow the guidelines Murali has set out and you can become a success magnet."

**Raymond Aaron**, New York Times Bestselling Author, Co-author of the New York Times bestselling "Chicken Soup for the Canadian Soul" and "Chicken Soup for the Parent's Soul™", Author – "Double your income doing what you love", Founder, The Raymond Aaron Group.

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"This book is loaded with practical ideas to educate, motivate and inspire you to set and achieve bigger goals than ever before."

**Brian Tracy**, Professional Speaker, Best Selling Author, Earn What You're Really Worth Entrepreneur and Success Expert.

### Book Testimonials

“Murali Murthy has tilled, reaped, milled and stewed a motivational delight in his debut book. Focusing on three deceptively simple precepts, served up in 15 easily chewable portions, Murthy examines the propulsion system that thrusts the ambitious, the hardworking, talented and the opportunistic (among others) toward success. An ACE hall of fame peppers the book with a pleasantly surprising and eclectic group of role models. Each chapter is a feast for thought, but more importantly, as Murali reminds us - fuel for action. Play ACE to win folks.”

**Gavin Barrett**, Founding Partner, Creative Director, Barrett and Welsh.

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"Having watched Murali volunteer his time to mentor, coach and inspire professionals to be the best that they can be it is great to see his wisdom captured in this book. The ACE Principle is a great, pragmatic handbook to inspire success!"

**Vicki Bismilla** Ed.D., Vice-President Academic and Chief Learning Officer, Centennial College

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Murali crafts an easy read that is inspirational yet comprehensive and practical. His focused approach showcases wonderful motivating stories and quotes from successful people that beautifully illustrates and reinforces The ACE Principle – The reader is left with a powerful ‘ I too can do it’ rousing message!

**Rhonda Singer**, M.Sc. C.H.R.D. CMF, President, Culture Chemistry, Noanda Enterprises Ltd., Board Chair, Association of Career Professionals International, Toronto Network.

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"Murali has done an excellent job conveying timeless keys to success. Using examples that we can all relate to, Murali shows us how to Absorb, Comprehend and Excel in any direction we might choose. This is a great read!"

**Vanora Spreen**, Author, “Living The Big Picture, One Promise At A Time”

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“Using contemporary examples, Murali demonstrates that anyone can rise above their circumstances and create a successful life. The ACE Principle offers a realistic approach, is easy to read and written for anyone willing to put their dreams into action. Go for it.”

**Girish Mehta**, Managing Director, Adventure Global, Dubai.

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“Do you want to be spoon-fed to success? Read this book. Murali has Accurately, Clearly and Excellently (ACE) written a book that gives everything we need to be successful in all areas of our life. If there is only one self-help book that you will read in your lifetime, this could very well be it. There’s wisdom in every page.”

**Marvi Yap**, Partner, AV Communications

### Book Testimonials

“Murali Murthy has written a book that is based on all of his observations of inspiring people and his own successful career experience. In both work and his personal life, Murali has created and followed a pathway that has enabled him to achieve his many business goals. In this hands-on practical and well written book, Murali has developed a guide and “path” to ensure management and employees reach and exceed their full potential The ACE Principle is a must read for all people starting their careers, as well as all professionals, who are motivated to excel and achieve their career objectives.”

**Brian Epstein**, Career Transition Consultant

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“As an author and speaker and someone who is often called “The Queen of Networking” I have no hesitation is saying that after reading Murali Murthy’s 15 success principles to Absorb, Comprehend and Excel in every area of life, it is definitely a book I would recommend.

This is a book that shares quotes, stories and insight. It’s an easy read and one that you can pick up whenever you need a little help getting you where you want to go. Each chapter is identified with a way to “Be”. The reader can choose where they want to “be”. Is it Focused; Proactive; Happy? It’s up to the reader to decide. It’s a brilliant way to keep the book moving, with quick and easy to read chapters and always with an interesting and relevant story.

Murali did his research, he identified his market and he has captured his readers’ attention.

I particularly liked his definition of a true Mentor. “One who is often an unreasonable friend, someone who will challenge you and keep you on track.” He is definitely on the right track and his words will challenge you to succeed!”

**Donna Messer** is a mentor and author of Cycles of Life, Keeping You on Track, Connect Us Communications Canada, [www.connectuscanada.com](http://www.connectuscanada.com)

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“The ACE Principle provides incredible tools to develop yourself and to grow. Murali's message is clear: If so many people can overcome adversity and triumph in life, so can you. Get this book and you will awaken the ACE within you!”

**Bilal Natour**, Founder & CEO, ARMO, Social Cosmos, Riyadh.

### Speaking Seminars

A high-energy, engaging and effervescent keynote speaker, Murali has helped countless individuals, managers and leaders discover the secret success principles that can propel them right to the top.

Murali is expertly poised to deliver proven results in the areas of personal high performance, team development, coaching and leadership.

Murali brings his diverse, international talent and years of experience to every speech and seminar, educating, entertaining and empowering his audiences to create lasting success in their careers, businesses and lives. His success topics, based on the breakthrough, ACE Principles, show everyone how they can do more and be more.

*"Murali, thank you for presenting at our meeting last Friday. You gave an excellent presentation that was appreciated by everyone. Your message was inspiring."*

- **Brain Epstein**, Career Transition Coach, ICTC.

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Engage Murali to present a keynote speech, convention breakout, motivational program, presentation, seminar, or workshop.

Popular Topics include:

- Empower 'YOU' – Build Your Personal Brand, Blitz Your Success
- Go from Peak to Peak – Promoting Your Career or Business
- ACE Your Life – In All Areas
- Win The Day – Essential Leadership Skills
- The Power of Now – Take Charge of Your Life and Your Future Today

Satisfied clients include:



### Speaking Testimonials

It was a pleasure meeting you and I thank you for delivering such an informative, engaging, effective seminar. General consensus from the feedback forms was that they enjoyed it and found you very interactive.

**S-Anne**, Branch Manager, RBC Royal Bank

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Learning about the Success Secrets reinforced my belief that I was doing the right things to settle successfully in Canada. Attending your seminar gave me a stronger sense of purpose, and gave me a great chance to meet fellow newcomers and share experiences.

Regards, **Rajan**

---

I was very impressed with the whole meeting on Wednesday evening. The meeting was very helpful, informative and also instilled plenty of encouragement to persist in reaching for your goals. Thank you for your time and patience in assisting new immigrants to Canada adapt and integrate into a new way of living in Canada.

With kind regards, **Maylyn**

---

The seminar at Progress and Grangeway branch yesterday received great positive feedback from the field. They were all quite excited about the engagement with clients. Also, I thought that you delivered a very good seminar. You were engaging the clients, had great examples to offer, and could help clients relate to the content very well. One of the stories you used when speaking to the point of being positive (the 2 wolves' story) was outstanding. Your seminar has greatly helped in ensuring the sustainability of this program.

**Finhas Jhaveri**, Program Manager - Newcomer & Multicultural Markets, RBC Royal Bank

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I would like to thank you for your fruitful session. Plus it was really pleasure to meet you, all organizers & even the attendants. Many thanks for your support & inspiring session.

Best wishes, **Iman**

### **Speaking Testimonials**

Murali, Congrats! You make us very proud indeed!

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**Nick Noorani**, Founder, 7SS

It was a pleasure to meet you yesterday at the Success Secrets seminar. I would like to thank you for your time and all the information you gave me towards achieving my career goal. I definitely found it very invaluable. Thank you.

Regards, **Pradeep Menon**

---

Indeed it was a hearty pleasure to meet you at yesterday's nurturing session and also my sincere gratitude for your kind and caring compliments too. Not only was the session encouraging but people like you make it extra special with your inspirational facilitation and personal chat. Energy from mentors like you is what a newcomer needs to stand up on his feet specially in his early days of arrival.

Sincerely yours, **Fawad Majid Khan**

### **Mentoring**

Outstanding and life-changing outcomes.

This is what Murali helps his clients achieve – through his very effective private consultations and one-on-one mentoring for individuals, entrepreneurs, organization heads and business leaders.

He is passionate about helping the people he works with, takes great pride in his service and is very diligent about his commitment to deliver extraordinary results.

The most effective mentors and mentees are people who are dedicated to the idea of making their relationship work and Murali is dedicated to his mentees' success. With an emphasis on performance, leadership, and personal empowerment, Murali offers practical, 'roll up your sleeves' applications that are easily understood and quickly implemented.

"I am very happy to note that your mentoring has provided our candidate with invaluable information and tangible resources to be more successful in his job search! We really appreciate the time, commitment, professionalism and interest that you have demonstrated and hope that you have an equally fulfilling experience in this Mentoring relationship!"

Best regards, **Paula Calderon** | Senior Manager, Partnerships, Career Edge Organization

### **Top Ten Reasons to Hire Murali as a Mentor**

1. Your sessions are personalized for you and your objectives. No two individuals are alike, so why should your mentoring sessions be the same?
2. He assures fast results and his coaching is immediately applicable to the work your teams are doing. You will walk away from each session excited about what's possible for you and armed with innovative strategies and actions to get you there.
3. His hands-on approach gives each participant easy to implement tips and techniques to put theory instantly into action.
4. His experience with diverse individuals, allows him to understand the needs of a wide variety of clients from different cultures, nationalities, and backgrounds.
5. His past clients refer new clients to him at an exceptionally high rate, so you know his coaching has been remarkably successful in helping individuals and teams achieve greater success on the job and in life.
6. He can come to your home, office or workplace saving you the time and money of sending your group elsewhere.
7. He involves every member of your team, using a variety of different methodologies to get them collaborating.
8. He takes pride in his work, is easy to work with and has an entertaining style that engages each participant.
9. His workshop topics can span from a half-day to multiple days.
10. His coaching is just as effective in person as over the phone, so your location is irrelevant.

Contact Murali for a personal consultation and one-on-one mentoring.

### **Mentoring Testimonials**

Let me start by saying that I had an incredible experience sitting in on your session today. It was as exciting as it was educative and informative. I did soak in as much as I could from your class. Many thanks for taking time to being as expository and painstaking in your lecture as you were today.

#### **David Agboje**

---

I really enjoy your presentation (this week's as well as the last one), and learned a lot from that. According to what you said in the presentation, I edited and completed my online profile then made it more attractive. Just as you expect, I want to be successful.

#### **Bruce Wang**

---

As a multicultural Marketing/PR Professional, I attended Murali's training twice. I have a very strong feeling this experience has changed my career life. He has such sharp eyes which can find the best of the best for everything and everyone. His presentation was very interesting. He used many vivid examples to help us understand the concept of personal branding. His recommendations are priceless which helped me in many aspects! I do appreciate the great opportunity of meeting a like-minded professional like him. Everyone would be lucky to attend his training!!!

#### **Anna Dan Zuo**

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Dear Murali, To be honest i was really impressed by your last class at TDSB. You came that day in the class with the aim to polish our abilities and make us identifiable and you did it. Thank you for delivering such a wonderful lecture.

#### **Muhammad Afzal**

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Thank You - great training, to encourage me to move ahead.....

#### **Raymond Zhou**

**Mentor Note - Nick Noorani**

My relationship with Murali goes back several decades when I was interviewing for a copywriter's job for an advertising agency that I headed in Dubai. The interview was in New Delhi where Murali was based. I was immediately struck with the passion that Murali displayed and the sharp single-minded focus that he brought. Needless to say, I hired him and so he came to Dubai. In the years that followed, Murali soared professionally and I was pleased when several years later he landed in Toronto, Canada.

We continued keeping in touch and, in 2011, when my 7 Success Secrets for Canadian Immigrants tour was started, Murali was one of my top stars delivering my speech to hundreds of immigrants. With my moving back and forth between Vancouver and Toronto, I got to spend a lot more time with Murali. And I remember when we started talking about learning from great teachers. In a world obsessed with the latest 'role model' who is the latest craze promising instant nirvana, Murali has always been an avid reader of classic authors like Napoleon Hill, Anthony Robbins and their ilk. It was then that I suggested he put his learnings into a book.

As someone who is now writing his fourth book, I know how much time goes into writing a book. I was not surprised when he sent his first draft to me within weeks of speaking about the book. All of the methods Murali speaks of in The ACE Principle are authentic as they are qualities and principles he has embedded in his life! This is not theory as I have watched Murali live the very attributes he speaks of.

This book will serve as a handbook for anyone who is searching the perfect pathway to success. Personally, the biggest reward for a mentor is to watch a mentee succeed!

Go Murali!

Naeem 'Nick' Noorani  
[www.nicknoorani.com](http://www.nicknoorani.com)  
Destination Canada Info Inc.  
[www.prepareforcanada.com](http://www.prepareforcanada.com)  
Founding Publisher, Canadian Immigrant Magazine  
Best Selling Author, Arrival Survival Canada  
[www.arrivalsurvival.com](http://www.arrivalsurvival.com)

### Media - Questions and Answers

#### **Q 1. When and why did you begin writing?**

I have been a writer for the most part of my life. I used to write at school, was the editor of the college magazine and started my professional career as a copywriter with the JWT agency.

Though I have always been an avid reader of classic authors like Napoleon Hill, Anthony Robbins and John Maxwell, I had never planned on writing a book myself.

But late in 2011 my friend and mentor Nick Noorani and I got together one day and we started talking about learning from great teachers. It was then that he suggested that I put my learnings into a book. Something clicked when he told me about it. The rest, as they say, is history!

#### **Q 2. How did you come up with the ACE concept?**

I believe success is all around us. If I can inspire people to look around and study other successful people and implement their habits, I believe every person who aspires to be successful can achieve his dreams.

Hence the ACE Concept - Absorb, Comprehend and Excel your way to success.

#### **Q 3. What encouraged you to write The ACE Principle in particular?**

I have devoted years to studying the habits of successful people in various walks of life and have discovered patterns to their winning ways.

All types of successful people seem to have certain traits in common such as a determination to succeed, perseverance and self-confidence in their abilities. These traits work together in combination, repeatedly giving them a huge advantage.

I also realized that these success secrets can be studied and the mindsets, habits and activities that winners rely on day in and day out can be adopted.

And that's why The ACE Principle has been designed to serve as a reliable handbook that will help readers discover the answers – a handy reference always at the ready to help them make the right choices.

Each chapter is a realistic guide offering you proven workable tips to solving problems, making better decisions and achieving your ultimate goals.

#### **Q 4. Please summarize the process of writing the book – how long did it take, how did you research, were there times when you went off-course and were there any sources you found particularly helpful?**

It took me approximately 8 months to put the book together. All examples cited in the book are of heroes present and past. I did not veer off course, the web has been a great resource, especially Wikipedia. Plus, the many news channel resources online have been helpful too.

**Media - Questions and Answers**

**Q 5. What do you think is the most inspiring success story you came across while writing this book?**

The stories of Lady Gaga, the story of Sheikh Mohammed and his vision for Dubai and the story of Bill Britt, the founder of BWW were the most inspiring success stories.

**Q 6. What do you think is the most important thing for people to take away from The ACE Principle?**

Our lives are the result of what we observe, how we interpret and how we apply that information each moment. I invite everyone to discover the power and breathe in The ACE Principle.

Small act, big impact. That is how I would like to describe this book. Little bits of knowledge applied consistently can help achieve big results. If you are inspired to take action and raise the bar, even in only one area of your life, this book will have truly served its purpose.

Learn how to Absorb, Comprehend and Excel in every field that you choose. ACE your life!

**Contact**

It would be my pleasure to hear from you regarding my book, coaching, mentoring, speaking, or for any other topic you wish to contact me for.

Feel free to get in touch with me at the address on the right or complete the contact form below.

Thank you for your consideration and I look forward to serving your needs.



**Murali Murthy**  
Guest Speaker  
Mentorship & Training  
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