

**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!