



341 Lexington Street • Newton, Massachusetts 02466
Tel: 617-630-9286 • Fax: 617-630-1695
E-mail: victor@booktours.com • Website: <http://www.booktours.com>

FOR IMMEDIATE RELEASE

PRESS RELEASE

Contact: Victor Gulotta, 617-630-9286, victor@booktours.com

A Martial Arts Master Turns His Gaze on Success

Any discipline that dates back 5,000 years and still has the power to transform the lives of people who practice it is a mighty logical candidate for a self-improvement book. The commitment level alone for achieving a Black Belt in one of the many martial arts is enough to almost guarantee success in other spheres. What's been missing, until now, is an instruction manual that manages to blast the energy of ancient martial arts through techniques for modern personal and professional success. Get ready for success the Black Belt way.

Jim Bouchard's new book, *Dynamic Components of Personal Power*, promises the reader a series of techniques for maximizing personal power. "I usually make my martial arts students a promise," says Bouchard, founder of Northern Chi Martial Arts and a member of the U.S. Martial Arts Hall of Fame. "I promise them that if they do what it takes to earn a Black Belt, they'll be able to do anything they want with their lives within the scope of their talents and abilities. The purpose of *Dynamic Components* is to take the transformational power out of the dojo and use it in real life." The operative word is "power." Bouchard, a corporate motivational

--more--

consultant in addition to being a martial arts master, believes any attempt to develop a personal development program without the necessary personal power to see it through is doomed to failure.

“You see it with something as simple as New Year’s resolutions. Only four in ten Americans even bother to make them anymore. And of them, only five in ten succeed after the first month. Achieving a goal starts with power. These techniques harness personal energy so you can apply it efficiently and effectively toward the realization of tangible goals.”

You don’t have to be a martial artist—nor even interested in the subject—to reap the benefits of Bouchard’s ideas. “Anyone can use Dynamic Components”, he explains. “I’ve simplified the philosophy of power to three sets of basic components. Success is really a very simple process. Simple, not easy!”

Dynamic Components of Personal Power isn’t a book for the lazy. Like any *sensei*, Bouchard inspires through action. The book is filled with “Power Drills,” exercises to strengthen your commitment to your goals, maintain “positivity,” even how to, as he delicately puts it, “sit still, shut up, and breathe.”

Learning how to apply the arts of balance, focus, and timing to personal goals is a liberating step in the unfolding of one’s personal power. Amping up the juice and making things happen is but a stopover for Bouchard’s bigger goal: using your personal power to create abundant

--more--

emotional, spiritual, and material wealth.

“The truth,” says Bouchard, “is that our destiny is up to us. Why not design and realize an effective vision of success?”

#

Biography

Jim Bouchard is a lecturer, author, and consultant who earned his first Black Belt in Shaolin Kenpo Karate in 1991. In 2006, he developed a series of programs called “Black Belt Business,” from which the Dynamic Components of Personal Power were developed.

Bouchard has worked with everyone from CEOs to Dolly Parton and Vassar Clemons. His eclectic career includes stints as a professional musician, television producer, volunteer fireman, and hot dog vendor, amateur boxer, and middle-aged semi-pro football player.

He currently lives with his wife, Alex, in Brunswick, Maine where he holds the rank of “Kansho” in the association of Martial Arts centers he founded.

Questions for Interviewers

1. How did you first get interested in Martial Arts?
2. What do you mean by “personal power”? How does it differ from other kinds of power?
3. Why do most people fail to achieve their goals?
4. What would life be like for someone who mastered the techniques in your book?
5. What’s the connection between personal responsibility and success?
6. How did you isolate the Dynamic Components?