

DR. LANCE A. CASAZZA

**110
Tools**
to Build a
Successful
Life

Be the Hammer Not the Nail

**Because the
Road to Success
is Always Under
Construction**

Be the Hammer Not the Nail



Because the Road to Success is Always Under Construction

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One Page ... 21 Days! All You'll Ever Need for Success, Health and Happiness

People spend more time planning a vacation than they do their own lives. Why? Most people don't know what is needed to build a successful life. They may decide to visit the self-help section of the bookstore only to find too many CDs, forms or homework included in modern self-help programs. Feeling overwhelmed and uncertain, many people will give up. I have great news! *Be the Hammer Not the Nail* is different than all of those other programs.

Be the Hammer Not the Nail provides:

- Easy instruction on how to build your blueprint
- 110 Tools to guide you
- A simple one-page blueprint for success in 21 days

Imagine a unique one-page blueprint to build your successful life in just 21 days. No difficult workbooks; no long CDs; no messy pages and forms to fill out. You simply read *Be the Hammer Not the Nail*, fill out your one-page blueprint, apply the Tools, and 21 days later enjoy the results – a happier, more satisfying life. This system works like no other and promises to help you build the life of your dreams.

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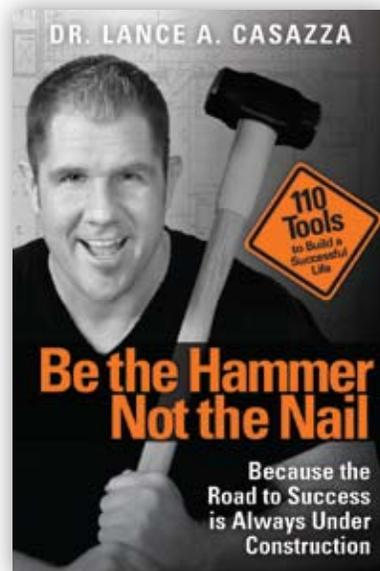
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About 3L Publishing

3L Publishing offers a unique business model for authors, individuals and businesses interested in publishing a fiction or non-fiction book or custom manual, guide or white paper. Our staff of award-winning authors, writers and editors provides unsurpassed expertise to deliver an end-to-end publication. We specialize in business, technical and engineering, education, memoir, self-help, motivational, and inspirational books guaranteed to sell.

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Call us today to set up an appointment at 916.300.8012, or send e-mail to info@3LPublishing.com.



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CREATE YOUR OWN "ECONOMY" OF SUCCESS BY BUILDING A BLUEPRINT GUARANTEED TO HELP YOU ACHIEVE YOUR DREAMS

Use 110 Tools to build a blueprint for personal success and achieve greatness on the level of a Hall of Famer even during the ongoing economic difficulties

SACRAMENTO, Calif., February 2, 2010 — Economic setbacks, job loss and failure defined much of 2009 and forced many Americans to examine their lives. Now in 2010, we are poised to turn it all around — at least in our own lives and by our own definitions of success. Today, people are getting real about their own lives and what it will take to make them happy and successful. Instead of looking to the outside to define their success, they are looking inward and seeking spiritual guidance to shape new attitudes and redefine and reshape their lives and live their dreams. This renewed sense of hope and self determination is being assisted by people like Dr. Lance A. Casazza who has combined innovation, wisdom and research to develop *110 Tools* and a new system to help people find success — even during a bad economy.

"We have the power to build successful lives (and success means different things to different people)," said Dr. Casazza. "Contrary to some mainstream thought, we can create the lives of our dreams — and successful outcomes, as these goals have nothing to do with the economy or outside circumstances. It's all about you taking charge of your life, making a plan, and doing it. Do you realize more people take more time to plan a vacation than they do their own lives? That didn't make sense to me."

Dr. Casazza has personally experienced his own challenges. After spending several years struggling in his private chiropractic practice, Dr. Casazza began a personal odyssey to discover what successful people did to realize their dreams. He began asking questions, conducting research, and studying what made successful people a success. He developed *110 Tool* and eventually wrote the new book *Be the Hammer Not the Nail* as a result of his studies and the answers he found.

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"We know we want our lives to be a success; but I don't know about you but I wasn't born with an instruction manual on how to achieve that success, and I experienced many barriers in my life and had to figure it out on my own," said Dr. Casazza. "I'm not alone either. Part of why people make things like New Year's resolutions is because they know they need to change something. They think I'll just make this pact with myself — and it will happen. Well, life doesn't work that way for the average person. You can make pacts all you want, but if you don't know exactly what you're going to do to get results you'll end up failing."

In looking at the issue of what it takes to be successful, Dr. Casazza began researching other self-help tools, CDs, books, etc., to mine helpful tips, tricks and information to develop an innovative system to not only help create success in his life and enhance his chiropractic practice, but also help others. So, he began assembling and cumulating information that resulted in 110 Tools and a system he calls Self, Affirmations, Nutrition and Exercise (SANE) that when combined with the *Tools* enables the average person to build a blueprint for success in just 21 days.

The *110 Tools*, which are the heart of the system, range from tried-and-true philosophies to unique and interesting techniques to turn positive into negative and failure into success. Some of the Tools include:

1. *Don't major in minor things.*
3. *Accept change as part of life; don't fight it.*
23. *If I talked to you the way you talked to yourself, you'd hate me.*
32. *The hole you receive through is only as big as the hole you give through.*
35. *The road of "someday" leads to the town of "nowhere."*
50. *Language is not only spoken; what are you saying?*
61. *When the rope gets slippery, tie a knot and hang on.*
85. *Ultimately, you choose.*
97. *You will always remember what came hard and mostly forget what came easy.*
106. *To get what you've never had, you must do what you've never done.*
110. *It's not what happens to you, it's what you do with what happens to you.*



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"I didn't want to set people up for failure," said Dr. Casazza. "The SANE system and blueprint are developed to really help people set reasonable and doable targets. As they achieve their first target, they set the next set of goals for the next 21 days, etc. It's the *Tools* that make it really unique and interesting. They give you new things and ideas to try. And it works. My business was struggling until I discovered this system and applied it. Now my life and business are succeeding — and it feels great; but also I want to help others figure it out too."

The entire system including the *110 Tools* is featured in the book *Be the Hammer Not the Nail*, which is on sale for \$17.95 on via Dr. Casazza's website (www.bethehammernotinthenail.com) the 3L Publishing website (www.3LPublishing.com) or Amazon (www.amazon.com). It will be widely available in major bookstores across the country in spring 2010.

About Be the Hammer Not the Nail

Dr. Lance A. Casazza wrote *Be the Hammer Not the Nail* to help people achieve success in their lives. The book is designed to help people learn the secrets to success in just 21 days. The process combines the book's *110 Tools*, a simple one-page blueprint, and helps men and women build a successful life using the book's SANE (Self, Affirmations, Nutrition and Exercise) system. For more information, visit the website www.bethehammernotinthenail.com.

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About the Author

Dr. Lance A. Casazza wrote *Be the Hammer Not the Nail* to help millions of people searching for a practical and useful self-help book to improve their lives. After spending several years struggling in his private practice, Dr. Casazza began a personal odyssey to discover what successful people did to realize their dreams. *Be the Hammer Not the Nail* is the result of his research, dedication and commitment to find answers and help others build happy, successful lives.

Be the Hammer Not the Nail contains a comprehensive overview of Dr. Casazza's own journey toward success as he built his chiropractic practice; what kind of attitude and actions were required to think and behave like a successful person; and what kind of system could be created to make the process easy and effective. After much research, help and insight from associates, friends and family, Dr. Casazza wrote and designed the SANE (Self, Affirmation, Nutrition and Exercise) system that could be put into an action plan to produce results in 21 days. The system combines *110 Tools*, which is research assembled and put into one book to guide readers and support the SANE System.

As each reader goes through the book and applies the process, they walk away with:

- Easy instructions on how to build their blueprints
- *110 Tools* for guidance
- A one-page blueprint for success in 21 days

Imagine a unique one-page blueprint to build your successful life in just 21 days. No difficult workbooks; no long CDs; no messy pages and forms to fill out. You simply read *Be the Hammer Not the Nail*, fill out your one-page blueprint, apply the *Tools*, and 21 days later enjoy the results — a happier, more satisfying life. This system works like no other and promises to help you build the life of your dreams.

Dr. Casazza is a graduate of the Palmer College of Chiropractic West and earned a Bachelor's Degree in Exercise Science from the University of California, Davis. He has published several articles including: *Sacramento News & Review*, *Ask Dr. Lance*; and *Dynamic Chiropractic*, *The Association of Smoking a Low Back Pain*;

He currently lives in Sacramento, California and successfully runs his private practice, Casazza Chiropractic.

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Frequently Asked Questions

Q: What is *Be the Hammer Not the Nail* about?

A: It's a self-help book designed to help readers "build" the life of their dreams. Author Dr. Lance A. Casazza conducted research that resulted in the development of a system he calls SANE (Self, Affirmations, Nutrition and Exercise) and assembled *110 Tools* to support the system and enable readers to build a "blueprint" or plan to achieve their goals.

Q: How did you come up with the title?

A. Well, the book is basically a metaphor for building your life. To build a life you need instructions on how to do so — and that is what this book strives to accomplish. Most people spend more time planning a vacation than their own life and I believe this is the case because they were never given a set of instruction on how to "build" their life (I know I wasn't).

Q: Explain the one page over 21 days.

A. The power of 21 days has been accepted by those in the goal-setting community as the amount of time to break or establish any habit. Also, any successful plan needs a timeframe for completion. The one page refers to the blueprint which is the master plan developed for this book's system.

Q: Tell me a little more about the blueprint and *110 Tools*.

A. The blueprint is a culmination of all the accepted principles of goal setting and self improvement then ties it all together on one simple page. In my studies I found that these accepted principles were not enough, so I added the Tools as the cornerstone of the book and blueprint to increase the success of "building" what you plan calls for.

Q: What did you choose Self, Affirmations, Nutrition and Exercise as your areas of focus?

A: I think these are four important areas of your life that need to be in balance and harmony with each other for you to be your best in life. The *110 Tools* touch on each other areas and explain techniques and approaches to work with the areas and integrate them into your life and goals.

Q: Why did you write the book?

A. Quite simply I was struggling with life. I was in private practice and was contemplating getting out of my profession. I had graduated valedictorian of my class and was president of my

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college but for some reason I was still failing. When I discovered the things needed for success and happiness I wondered why no one ever told me about these things. In addition, I found that when people did know about these things, they still weren't doing them. So this book explains all the things you need to do to have a successful and happy life and give you instructions on how to easily incorporate these things into your life.

Q: Why your book compared to the other self-help books on the market?

A. Well, the simplicity is the most obvious answer. It can get much easier than one page and 21 days. Also if you won't do it then it doesn't matter how great the system is; so I think what is nice about the blueprint is that you'll do it because it has been made easy for you. What I am trying to say is that most of the systems have too many CDs, forms and other homework that is unappealing if you are already overwhelmed with everyday life.

Q: Is it geared more toward men or women or a particular age group?

A. While it may look like a "men's" book it is equally geared toward men or women, and I believe young people and teens could be ready to use it around the 7th grade or so.

Q: So are you a psychologist? Did you go to school for this?

A. I hope this turns out to be a unique part of the book, and show that I am no different than anyone else. I didn't go to school for this. I didn't write a book until now. I am simply a guy who had some challenges; and when I found the answers, I wanted to share them with people and put it in a format that people could identify with and would use.

Q: Is there just the book or are there seminars or workshops in the works?

A. There are seminars in development that will allow you to work with me on compiling your first blueprint. In addition, at the end of these seminars you will earn you SANE certification that will allow you to help others develop their own blueprints. This is ideal for teachers, human resources, coaches and trainers — basically anyone in a position that would like to see someone maximize his or her potential.

Q: Tell us about the iPhone app.

A. I need to do whatever I can to keep people on top of their blueprint. So by having in on their phone, it is with them wherever they go. That way we eliminate the excuses that they don't have time or they forget. Also it illustrates the extent I am willing to go to help people improve their lives.



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Q: What is in store for the future?

A. There are four more books in development right now. The main two being are a kids' book and another book with *110 more Tools*. I am also working on possible additions to the blueprint. Then after those projects are finished I will publish a book with *Tools* submitted by readers and another book with *Tools* provided from published authors.



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Introduction: Hammers and Nails

Life is a do-it-yourself project. We are the foreman in charge of building whatever our life calls for. The main difference between people involves how they decide to approach the project. There are two types of people in the world — liberals and conservatives, boys and girls, believers and nonbelievers. This overly simplistic view can be used to explain almost any area of life. I see no difference when it comes to explaining how people approach life. Many believe that our path is already chosen, and that the decisions we make were set in motion a long time ago. Others believe in choice. They believe that you make your own destiny and choose your own path. They basically believe you make your own reality. Life can best be described as a game. You are playing that game right now, whether you like it or not. As with any game, rules and strategies apply to it. The better we understand the rules of the game and the best way to maneuver ourselves, the more likely we will prevail. So as you can see, the playing field has been predetermined and set in motion long ago, but how we choose to approach success is determined by what piece we choose to be while we play the game. There are two types of people in the world when building a life: hammers and nails.

Living and building your life as a hammer is an exciting one. That's what hammers do; they build things. They get to work on exciting projects, fix up trouble spots, and totally demolish things that need to be redone. Hammers also are very lucky — they constantly move around. Their job is never done. When a hammer builds one area, it will continue to the next challenge. Or sometimes it needs to repair an area that needs fixing to make it work again. It's in the hammer's nature to do this. It knows to define itself as a hammer requires the ability to build. Hammers are not perfect and do have some limitations. For



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starters, hammers only work when they have the proper plans and instructions on what to build. Also, a hammer cannot build something by itself; it must have other tools to help it complete the job. Notice that most hammers look alike, because they have common characteristics. They take charge of their lives and read motivational books, listen to positive CDs, attend seminars, and basically understand that the most important investment they make is the one between their ears.

Now nails on the other hand are exactly the opposite. For starters, with nails nothing is their fault. Everything that happens around them is because of circumstances out of their control or as the result of other people's actions. What do nails do in general? They sit in a bag waiting for something to happen. Even before that, they sat in a hardware store waiting for something to happen. And before that, they sat in a factory and eventually ended up in a hardware store waiting for something to happen. Most unhappy people do one of two things: They either hang out with other unhappy people or they suck the life out of everyone around them. Nails do similar things. They sit in a bag with other nails — people who think and believe the exact same way they do. Nails often curse at hammers for being “lucky,” giving little credit for the hard work they put in. They laugh when a hammer misses its mark saying, “I told ya so,” and even find joy when the hammer's project doesn't come out as planned. Nails that sit around too long get rusty — and these nails are very hard-to-repair, but it is possible to do so. The other useless nail is a bent nail; but once again, it can be straightened out with a little extra effort and willingness. The worst part: When the nail finally gets used, it gets stuck in one place and hardly moves at all. Oh, it has a part in the overall scheme of what is being built, but often feels like a victim. When a nail jams in place, a hammer most often pulls it out. Hammers will take these chance meetings to help the nail become a hammer. Sometimes the nail takes advantage of this new opportunity and sometimes not. What is for certain, the hammer will eventually stop helping and asking.

The truth is while there are a lot of people who are just straight hammers or nails, many of us will often waver between the two. Just as there are yo-yo dieters, good days and bad



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days, and times we feel in and out of control. Why do we sway back and forth? Being a hammer can be lonely because there are a lot more nails than hammers. In addition, being a hammer entails way more work. It requires getting up early, working multiple hours a day, and comes with an understanding that the day's work is never done. Being a nail is easy. It doesn't involve as much effort, and you have plenty of company as a nail. A nail serves a very important role and can enjoy a nice life being a nail. Things are nice and cozy when you're a nail, and when you get good and hammered into one place, you don't have to worry about dealing with change. Managing change is left to hammers that move from project to project. They understand that as they approach new challenges, what the plan calls to build will be different. The nail's plan calls for waiting around for something to happen, and when it does (or doesn't) to find something or someone to blame. Never realizing there are ways to become a hammer and that most hammers will help you and show you how. In fact, hammers ask nails all the time, but nails don't hear very well when they live in a bag with other nails — especially if it's a big bag and you're such a big nail you have sunk all the way to the bottom. Hammers as they continue to build become bigger and better hammers and advance to bigger projects, using more intricate plans. It's a classic case of the *rich getting richer*, which is funny because nails commonly use this mantra when discussing hammers. The more a nail is used, the more it gets used to being stuck in one place and cannot see that any other way exists, for nails truly believe that they could never be a hammer. They bought the other nails' lie that hammers are born and not made.

OK, this is all great! You've identified two types of people in the world, SO WHAT? Well, that's a very good question. A wise man once told me that in the introduction of any book you need to answer three basic questions: So what, who cares, and who the hell are you? Starting with so what, I believe the importance involves the identification of one group more prone to success while the other has a greater likelihood of failure. Let me be very clear: *You define what success means to you*. So by being open to this premise, we must deduce that the hammer group does something that fosters success while the nail



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group does something that hinders it. What I hear frequently from people and patients in my practice: They know what they should do, but for some reason they just don't do it. Therefore, we have identified two other things: Hammers and nails know what needs to be done, but for some reason hammers seem to be the only ones that do the building. Hence the million dollar, "So What?" is that to be successful, we just need to do what hammers do. The problem lies in the fact that if right now you are in the nail phase, you may not know how to get started. If you do know what needs to be done and you're not doing it, you need to implement a system to get you to start doing what the hammer types already are doing. This book lets you know what to do and puts it all together in a simple one-page system on how to do it.

Well, who cares? We all care. It is in our human nature and DNA to care. We do what we have to do to survive and adapt. It is in our nature to thrive and to grow, to never be satisfied. Why is this so important? There was a group that refused to adapt and gave up surviving and they are no longer with us. You may remember them, they are called dinosaurs. There are also modern day dinosaurs that refuse to adapt to a new way of thinking. I am happy to say that those kinds of attitudes are becoming extinct. How do I know that we care so much? We spend millions trying to find the answers and searching for the right drug or the amount of stuff we can accumulate to make us happy. We look for others to blame for the problems that surround us. We care what others think about us. We care that we might make a mistake or a wrong choice. We search for that almighty answer that will bring us happiness and success, which is basically why we do the things we do. Judging from the high rates of alcohol and drug use, it seems that many of us don't do a very good job. Scales that measure satisfaction of life are at the lowest they have been in history. Even with all of the technology and advances all around us to make our lives easier, things seem more difficult than ever. We have all of these devices such as faxes, email and PDAs created to free up our schedules for other things and yet we still seem to have less and less time. Why? We have been looking in the wrong place to find happiness. We have to refine



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our view of how we define success. We need to start shooting arrows at targets and not just all over the place hoping to hit something. We were born to build, but we were left with little instruction on how to do it.

Well OK! Who the hell are you Lance A. Casazza to tell me how to live my life? If you mean do I have formal training on the subject, I have none. I am not an expert. I did not go to school to become a coach, counselor or psychologist. I have never published a book (until now). Who I am is a person with dreams and challenges and similar to you, and I wasn't well equipped with how to approach them. From what I remember, life never came with an instruction book and if it did, I either lost it or never read it. To gain some perspective of where I was and how I got to where I am now, we need to take a trip back in time ...