

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

“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