

# The Flip Side

THE NEW YORK TIMES BESTSELLER

"These processes are powerful!"  
—Terry Bradshaw, NFL Hall of Fame quarterback

# THE FLIP SIDE

*Break Free of the Behaviors  
That Hold You Back*

FLIP FLIPPEN

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Flip Flippin is a Texan whose philosophy has changed the lives of business leaders, sports figures and the 150,000 people who trained with his company in 2005. His premise is deceptively simple: What if, instead of focusing on the things you already do well, you knew how to identify your weaknesses...those things that get in your way and prevent you from ever really succeeding in the way you know you could. It's these 'personal constraints,' that are really holding you back from success. If you could correct these behaviours, you'd see a surge in productivity and a real improvement in all aspects of your life. That's the key to his programme: he teaches hundreds of thousands of people each year how to identify their personal obstacles and take the necessary steps to overcome them. The vast majority of Flip's trainees are in midlife, people who find themselves asking, 'How can I accomplish more in my life, personally and professionally?' and 'How can I get better/go further/be happier in the time I have left?

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