

The Fred Factor by Mark Sanborn is a motivational book that emphasizes the power of passion, creativity, and service in everyday life. The book is based on the true story of a mail carrier named Fred, who transformed his ordinary job into something extraordinary by going above and beyond for the people he served. Sanborn uses Fred's example to highlight four key principles:

1. **Everyone makes a difference** – No matter your role, you can add value through your actions.
2. **Success is built on relationships** – Genuine connections with others are essential to achieving success.
3. **You must continually create value** – Finding ways to innovate and improve is vital in any task or job.
4. **You can reinvent yourself regularly** – Consistently striving for growth and betterment keeps life fresh and purposeful.

Sanborn encourages readers to apply these principles to both their personal and professional lives, inspiring them to lead with purpose, passion, and a commitment to excellence.

How passion in your work and life
can turn the ordinary into
the extraordinary



Mark Sanborn
with a Foreword by John C. Maxwell