



DAN CLARK
Presents

THE ART OF Significance

Achieving The Level Beyond Success

"Dan Clark shows how success is but a stepping-stone to the real prize-making a difference that benefits others. He offers commonsense tools for character building and focusing on the greater purpose. Mr. Clark's work affirms my belief that 'the best exercise for the human heart is reaching down and lifting another up.'"

—JON M. HUNTSMAN, Sr., founder / chairman, Huntsman Corporation

"Dan Clark's *The Art of Significance* is a magnificent read! His Twelve Laws urge us to chart a course beyond the fleeting success found in money, popularity, and fame in order to enjoy the enduring rewards found in service, obedience, harmony, and love. Leaving a lasting legacy is our true gift to the world."

—STEPHEN M. R. COVEY, author of *The Speed of Trust*



Successful or Significant?

Dan Clark validates that we become the average of the five people we associate with the most. Which means we must be willing to pay any price and travel any distance to associate with extraordinary human beings.

Too many people live their lives hoping to be happy, but because they only hope, they never really are. Too many are spending their entire lives wishing for amazing things they will never get - when they should be focused on doing amazing things with whatever they have. Still others work hard and sacrifice to get what they think they want at the moment, but end up not wanting what they got.

Will you settle for being successful, or do you deserve to live the magnificently rewarding life of significance?

Clark's Twelve Laws Will Turn Your Success Into Significance!

- Practice Obedience Instead of Free Will Agency
- Exercise Perseverance Instead of Patience
- Proactively Stretch Instead of Change
- Trust and Predictability Instead of Hope and Faith
- Know the Whole Truth Instead of Believing What You Think
- Focus On Winning Instead of Team
- Do Right Instead of Seeking To Be Best
- Strive for Harmony Instead of Balance
- Accept Others Instead of Judging Them
- Be Loved and Needed Instead of Romanced and Used
- Establish Covenants Instead of Making Commitments
- Forgive Instead of Apologize