

# Jerry LePre Empowerment Solutions **Journal**

Special Publication

## VISION

### **Jerry LePre**

*"I think you can be the next  
Zig Ziglar."*

*Dr. Milburn Calhoun, Publisher of Ziglar's  
"See You at the Top"*

Jerry LePre is an award winning international author, corporate trainer, and consultant. His innovative concepts are customized to unleash the innate creativity of his clients. This allows them to re-evaluate their current perspective, develop effective action plans, build long-term relationships, and look at challenges from a fresh perspective.

Jerry blends humor, facts, and motivation with practical solutions that can be easily implemented. His proven strategies maximize growth, improve relationships, and enhance performance while increasing wealth, joy, and prosperity.

He is the author of the self-help book "44 EZ Solutions to Stretch and Conserve Your Dollar", which offers financial tactics to help families thrive in tough economic times.

Other works authored by Jerry include "Smell the Popcorn" and "Above the Water Line".

*"Jerry enlightened me on  
the traits, attitude, energy,  
and actions that separate  
mere managers from  
influential leaders."*

*M. A. LeBlanc, MBA, CPA  
New Orleans*

# Stop to Smell the Popcorn

**By Jerry LePre**  
(Excerpt from "Smell the Popcorn")

Popcorn starts with a tiny kernel that expands up to 40 times its original size when faced with extreme heat. In the same way, we can seize our opportunities of success by being transformed by the heat of our challenges and adversities. Our response to these character building events can determine if we are going to pop to our ultimate level of triumph or stagnate in the mess of mediocrity. In other words, do we choose greatness or settle for less than we deserve?

Although success starts with a decision, there is much more to achieving greatness than accepting the challenge to be great. My observations proved that hard work, superior intellect, and luck did not always create success. So what empowers successful people, the special ones with what I call the Popcorn Mentality? What are their secrets for having fun while living an extraordinary life filled with love and laughter?

When I use the term successful people, I am not talking about those who are obsessed with wealth, power, or fame. Instead, I am referring to highest level of success, which is being financially free to live our dreams with the joy, peace, love, and wisdom gained in a life of integrity.



The mission of my book "Smell the Popcorn – 12 Life-Changing Secrets to Empower Success" is to help you take the time to stop and smell your popcorn by empowering your V.A.L.U.E. Core, the kernel of the Popcorn Mentality.

This acronym stands for Vision, Attitude, Love, Understanding, and Energy. It starts with a focused vision (purpose) and ends with the energy (power) needed to perpetuate victory. The passion of love, which is at the center of all we value, is flanked by a positive attitude on one side and the wisdom of understanding on the other. All five elements must be empowered to achieve success.

*(Continued on page 8)*



### Above the Water Line

### Jerry LePre

It seemed like any other Sunday morning for the residents of Gulf Coast. However, unlike all the Sunday mornings before, within 24 hours, our lives would be changed forever.

Katrina, a category 5 hurricane with winds of 175 miles per hour, took aim at the Crescent City.

We prayed.

We hoped.

We prepared.

We evacuated.

We will never forget.

The powerful storm struck the Gulf Coast near Waveland, MS early Monday August 29, 2005. Suddenly, our way-of-life was washed away by Katrina. Her wind and rain lasted only a few hours but her legacy of tears could last a lifetime.

My book "Above the Water Line" is dedicated to the victims of Hurricane Katrina. A storm that killed more than 1,500 people, left thousands homeless, destroyed billions of dollars of property, and most of all left an emotional scar on everyone who lived through this storm.

The road to recovery has been and will continue to be a very hard path. It is filled with challenges. Fortunately, after a rainstorm appears the rainbow.

My purpose in writing my book is to give you the tools to find your success, your rainbow with its pot-of-gold.

My book can help you survive and thrive in the toughest times.

The decision is up to you.

Are you ready for your Rainbow?

It waits above the water line.

## Four Essential Steps to Master the Moment

(Excerpt from "Smell the Popcorn")

We cannot alter time. We can't stop it, slow it down, or stretch it. Time machines only exist in science fiction. Thus, we really can't manage time. However, we can manage how we use it. Since everyone has 24 hours in a day, success is measured on how well we master each moment.

In other words, success is not based on the number of hours we work; it is based on how we get those hours to work for us.

The key to effectively mastering time is creating and maintaining a flexible evolving schedule. This fluid plan enhances our distinctive personality while aligning our unique goals and vision with our lifestyle. Hence, a winning formula for one person may not work for another.

Here are the "Four Essential Steps to Master the Moment".

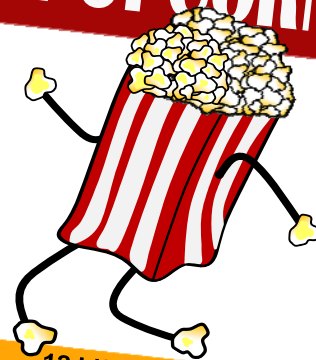
**Get organized.** Utilize a planner for scheduling all activities. This includes appointments, meetings, success times for goals, and action items. Success times for immediate goals (next 90 days) and their action items should be listed on the daily sheets while all other goals should be listed on an annual calendar.

**Monitor progress.** Every night, reflect on updates and outcomes by analyzing the activity of the ending day along with reviewing tomorrow's schedule of activities. In addition, review the schedule for the next five days. Also, start the new day by reviewing the current day's agenda.

**Be flexible.** Stuff happens. Make changes as needed by adjusting your schedule based on priorities and emergencies.

**Remain focused.** This means saying "no" to distractions that take time away from the vision of your mission. Do not digress or waste your time and talents on unimportant trivial things or negative people who distract you from your mission.

It is time for to "Master the Moment".



12 Life-Changing Secrets that Empower Success

**"Smell the Popcorn" reveals 12 Life-Changing Secrets that Empower Success by instilling the V.A.L.U.E. Core of Greatness.**



# 44 EZ Solutions to Stretch and Conserve Your DOLLAR

**New Book and  
Training Offers  
Economic Hope**

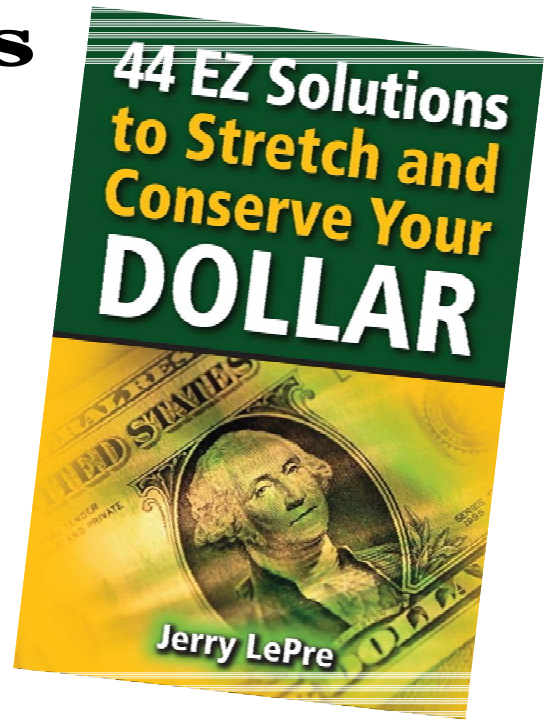
Despite the bailout "rescue" bill and stimulus packages passed by Congress in 2008 and 2009, the U.S. economy is still in a lot of trouble. In fact, the current economic times, which are often considered a recession, could be better described as a controlled depression.

In these desperate times of financial survival, we must, more than ever, get the most from every precious penny we earn. We work hard for our money. Now, we must act smarter with the way we use it.

Jerry LePre's new international book *"44 EZ Solutions to Stretch and Conserve Your Dollar"* and training session give those looking for financial security the knowledge to manage money effectively. Whether the goal is to own a home, create a retirement plan, or just get out of debt, financial freedom is within reach with this economic guide.

Written in easy-to-understand language, this resource includes valuable tips and inventive tactics to save money and develop better spending habits. Seven building-block strategies pave the way to financial security.

**Financial  
Freedom  
Guide**



Not only does LePre provide excellent information on how to save money on such things as insurance premiums, utility bills, gasoline costs, and grocery expense, he also gives numerous examples of what to do with the savings. His timeless advice shows there is never a bad time to be money-conscious, because the more you plan, the brighter your financial future.

### **The SEVEN BUILDING BLOCK STRATEGIES**

- 1 Develop and Follow a Financial Freedom Plan
- 2 Pay Less and Conserve More
- 3 Reorganize Existing Debt
- 4 Maximize Insurance while Minimizing Cost
- 5 Reduce Your Taxes
- 6 Invest in Your Future
- 7 Keep Your Wealth

[www.JerryLePre.com](http://www.JerryLePre.com)



## Jerry LePre

**Author, Consultant, Facilitator, and Trainer**



*"The focused mindset of a winner is continuously evolving to the next level. A successful person recognizes some of the old ways of thinking, which were good for yesterday's challenges, must adapt to respond to today's opportunities while anticipating tomorrow's potential."*

### EMPOWERED INNOVATION

That's the best way to describe the uncommon relationship Jerry LePre creates with his clients. It's applying imagination to the old fashion way of doing things where hard work, creative ideas, and caring for people are important.

After all, you aren't like the others. You deserve more. You chart your own course and set uncommon goals that strive for a unique kind of success. While others see change as a threat, you see opportunities. Thus, when seeking a **corporate trainer, financial freedom expert, facilitator, or marketing consultant**, you deserve someone who shares your vision and nurtures your unique originality instead of cloning you through canned messages and concepts.

Like you, Jerry LePre stands out from the crowd. For nearly two decades, his innovative portfolio of result-oriented services has empowered thousands of people to live extraordinary lives. His inspiring message of financial freedom has been heard from coast-to-coast on such radio programs as "Family Focus".

In recognition of his many achievements, Jerry has received numerous awards including being named in "Who's Who of New Orleans" as a top insurance executive. He also earned the "Key to the City" of the Big Easy for academic excellence.

In today's fast paced world, Jerry's customers find it refreshing to work with a dynamic individual who focuses on achieving success and financial growth by building long-term relationships. Through his commitment, experience, and expertise, Jerry helps you **FOCUS ON YOUR VISION; STANDOUT FROM THE CROWD.**

### JERRY'S INSPIRING BOOKS

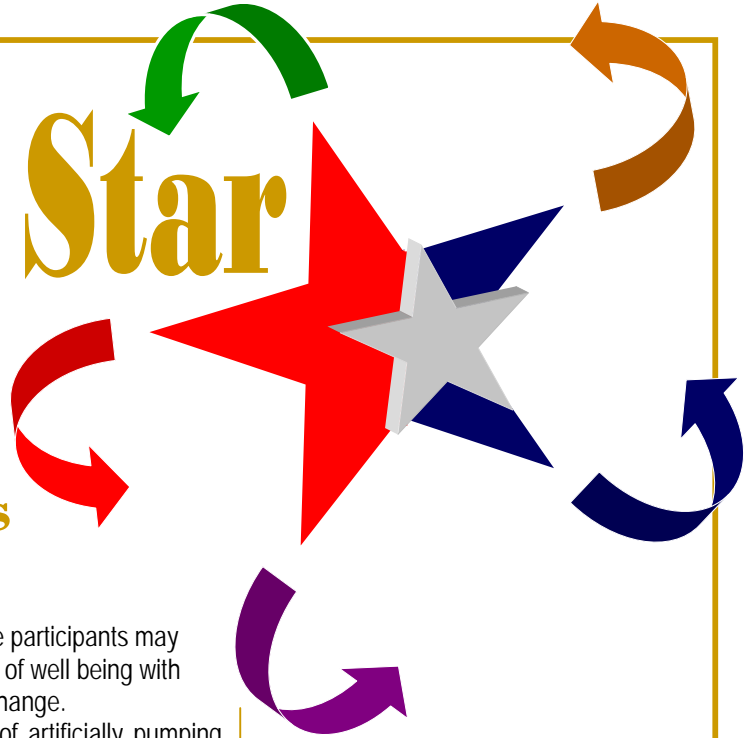
- 44 EZ Solutions to Stretch and Conserve Your Dollar;
- Smell the Popcorn – 12 Life-Changing Secrets that Empower Success;
- Above the Water Line; and
- God's Money-Back Guarantee.





# V.A.L.U.E. Star

**A Great Attitude  
by Itself is not  
enough for Success**



**By Jerry LePre**  
(From "Smell the Popcorn")

Is your glass half-full or half-empty?

The more appropriate questions are: *"What is in your glass?"* and *"How can you fill your glass up with success?"*

Positive thinking gurus too often determine if the attitude of their pupil is positive or negative by their novice's response to the above inquiry. This shallow technique reflects a motivational process based solely on what I call attitude shock.

In other words, many of these motivators are more concerned about a person's immediate disposition than nurturing long-term personal development. Their goal is to make their students temporarily feel good by rearranging, not changing, behavior through the sudden impact of hype.

In fact, some motivational show-men are promoting multi-media presentations that dazzle their audiences into an euphoric state.

Therefore, some participants may confuse their sense of well being with a positive attitude change.

This technique of artificially pumping up attitude is like an athlete taking steroids. The result is unnatural personal growth. It demands constant stimulation and reinforcement just to maintain a moderate level of success.

I am not saying that developing a positive attitude is not important.

On the contrary, I believe it is critical for success.

Nevertheless, it is only one element of the equation for success. After all, any female who has driven with a male partner will tell you a man can be lost and headed in the wrong direction even when he projects a positive "macho" attitude.

My concern is many motivational methods are only designed for only the quick fix. They offer interim remedies that focus on immediately rearranging our thinking without developing our power to think.

Although attitude fuels the drive needed for success, it is not the sole element for achievement. In addition to attitude, there are four other components of V.A.L.U.E. that affect the way we behave. These five points form what I call the V.A.L.U.E. Star.

- **Vision**
- **Attitude**
- **Love**
- **Understanding**
- **Energy**

In my book "Smell the Popcorn" I discuss the specific role that each of these success components have on achieving your ultimate success.

[www.JerryLePre.com](http://www.JerryLePre.com)



# Vision Empowers Leaders

Vision is essential for effective leaders. Without a clear vision, even talented organizations with bountiful resources will not seize their opportunities for success.

Vision instills in leaders the confidence to understand that by empowering others, they are not giving up authority and their power of influence. Instead, they grow along with those they empower through synergy. This growth is greater than anything managers, who control and limit authority, are able to produce, according to Jerry LePre in his book "Smell the Popcorn" and his training session "Lead with Vision".

While managers maintain a certain level of limited success, empowerment enables leaders to nurture a degree of confidence, energy, and creativity which lifts the entire organization to a higher level of performance.

When leaders have the vision to empower others, it tears down the restrictive walls of management, which often confines growth. This freedom stimulates and encourages individual and group development. It results in the success of the leader, team, and organization.

Leaders, who define, clarify and communicate the vision, will inspire their teams to achieve greatness.

### Key Topics of Training Session:

- Nurture Your Power to Influence and Mentor
- Discover the Difference between a Manager and a Leader
- Instill Seven Keys to Crystallize Your Vision of Success
- Identify 16 Characteristics of an Effective Leader
- Create Your Power Triangle

Control of Management	Influence of Leadership
Emphasizes Efficiency	Instills Effectiveness
Treats People Like Things	Treats People with Respect
Criticizes	Encourages
Controls with Blind Faith	Guides with Truth
Dictates	Listens
Reacts to Crisis	Prepares Proactive Plan
Confines Growth	Nurtures Development
Becomes Distracted	Remains Focused
Conforms	Transforms
Creates Dependency	Inspires Interdependency
Takes Credit	Shares Success
Informs	Empowers

***"Jerry's principle-based methods are powerful! His vision of building relationships through creative concepts is a practical tool for business leaders who seek dynamic corporate and personal growth."***

***William Iannazo, President Intelligent Marketing, Knoxville, TN***



# I.T. Works - Innovative Teamwork

## Win-Win Solution

(Excerpt from "Smell the Popcorn")

The common concept of a relationship is defined as a cooperative existence between two or more parties coming together to achieve a shared personal or collective objective.

However, a majority of people consider most relationships are based on compromise. This dependency type of relationship doesn't maximize the potential of all parties. Thus, the fruits of these partnerships are less than the members are capable of producing separately. According to Dr. Charles Stanley, compromise fuels procrastination, lowers the standard of excellence, and is the first step to failure.

In reality, instead of being based on compromise, relationships usually evolve into control-focused associations with one member in a dominant role. In other words, these limited partnerships offer a win-lose scenario since most people think in order to succeed, someone has to fail. If you win, I lose. Too often, this is the mentality upon which we base our self-worth. This type of relationship is also doomed.



Thus, the most effective relationships are based on synergy, which produces results that exceed what either partner could do alone.

According to Jerry LePre, this empowerment occurs when two or more people produce results that exceed what either one of them could do alone.

Consider that synergy equals  $1+1 > 2$  while Compromise is  $1+1 < 2$ .

Solid long-term relationships are perpetuated when all parties maintain the balance of unity while understanding and respecting the rights and multiple roles of each individual. This balance, which creates interdependency, is needed to negotiate (not compromise or control)

each person's position of synergy while defining the perimeters of realistic team expectations.

Since the journey to success is seldom walked alone, the S.U.R.G.E. (Synergy Unites Relationships to Grow with Empowerment) session creates long-term win-win innovative team associations through the *Universal Principles of Building Powerful Relationships*.

To learn more about this empowering session and other dynamic programs offered by author Jerry LePre, see his website listed below.



504-251-4673

JLePreSolutions@aol.com

WWW.JerryLePre.COM



### Stop to Smell the Popcorn

(Continued from Front Cover)

Our core, just like the kernel, has the potential to grow into something wonderful. The tools or devices, which can help transform this core, this kernel, into something great, are the 12 Life-Changing Secrets that Empower. These secrets harness the heat of adversity, just like a microwave does for popping popcorn. Without a well-balanced device that focuses and regulates energy, extreme heat would burn the popcorn, just like our potential for success could be ruined without the Life-Changing Secrets.

The 12 Secrets of the Popcorn Mentality are categorized into two groups. The first six secrets empower personal growth while the second group empowers shared growth. The first secret focuses and defines your inner vision while the twelfth secret shows how to inspire others with your vision. The other ten secrets motivate, build character, and enhance organizational and leadership skills through wisdom, integrity, discernment, passion, and compassion.

The 12 Life-Changing Secrets that Empower Success:

- Discover the V.A.L.U.E. of Who You Are
- Renew Your Mind with Positive Thoughts
- Live a Life of Integrity
- Gain Wisdom from Life's Lessons
- S.O.A.R. High with Your Goals
- Master the Moment
- Add S.P.I.C.E. to Your Message
- Grow with Synergy
- Love with Unselfish Passion
- Give with a Joyful Heart
- Serve with a Smile
- Lead with Vision

Can you smell the Popcorn?

### The Storm Within

(From the Book "Above the Water Line")

Five men struck by nature's wrath,  
Sat still by their gutted homes.  
Each one had a dream to rebuild,  
But each stood firmly alone.

Their dying city in need to rebuild,  
The first man held himself back.  
For as he gazed around his town,  
He noticed some people were black.

The next man looking down the street,  
Saw no one from his church.  
And couldn't bring himself to rebuild,  
So he sat silent on his perch.

The third one waited in ragged clothes,  
And sat motionless without a twitch.  
He refused to work with any effort,  
To rebuild a town for the idle rich.

The rich man just watched while he thought,  
Of his wealth and how to make more.  
For all he wants is to rebuild a town,  
Without the lazy despondent poor.

The black man's face showed bitter revenge,  
As he refused to contribute his might.  
For all he saw in his delay,  
Was a way to spite the white.

The five men's selfish anger,  
Bore the fruit of bigotry's sin.  
The city didn't die from the storm without,  
It died from the storm within.

© Copyright C. Gerard LePre 2007

(Based on the anonymous poem "The Cold Within")

**"Above the Water Line" is a collection of essays, short stories, and poetry written to inspire and encourage those rebuilding after life's storms.**