

Every Day is
Saturday

Seize Your Saturday POWER



By Sam Crowley

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About The Author:

Sam Crowley is a former Fortune 100 executive who launched the personal development brand Every Day Is Saturday and the hugely successful website EverydayIsSaturday.com. Sam also is a best-selling co-author, speaker and business coach.

Sam would usually arrive home late in the evening just in time to lay his daughter Madeline down to bed each night and answer the same question "Daddy, is tomorrow Saturday?"

Madeline asked this question because of Sam's hectic corporate schedule which only saw him home one day a week – Saturday. Although six nights out of the week, Sam had to answer "No" to the Saturday question, he vowed that someday soon "Every day would be Saturday."

Sam resigned from the corner office on May 6, 2005 and began what can only be described as an incredible entrepreneurial journey. Sam documented each step along the way, knowing full well it would become the blueprint for any individual going through massive transition in their life.



Sam lives in Cincinnati, OH with his wife Angela and their three children Madeline, Laura and Paige. You can find Sam on stage or teleseminars, preaching the Every Day Is Saturday message and calling out champions around the globe. Sam's Every Day Is Saturday show is downloaded in over 150 countries across the globe.

If you understand that life is not a dress rehearsal and nobody gets out alive but you need the inspiration to go for your own Saturday – plug into Sam Crowley and you'll find yourself getting there in record time!

“Seize Your Saturday Power”

My name is Sam Crowley.

I was born June 29, 1968 in Bradford, PA. I am the youngest child of eight, born to the great Catherine Crowley, who raised eight children by herself after my father left us shortly after I was born.

I should not be writing this report.

I should not be an international speaker and business coach.

I am a clinically diagnosed ex-stutter with 20 college credits to my name, most of those gym and health class.

This special report is about power. It's about how much power YOU have to do incredible things in your life.

You need to understand one very important concept regarding your power.

You need to seize it.

Some force may have taken it from you like a purse-snatcher in a dark alley. Except it wasn't that sudden. It has been over a period of time that you allowed this outside force to gradually shift your very own power to them.

Think of it as a marathon race. Imagine the person next to you simply nudging you just a little over the course of the 26 mile race.

How far off track would you be after the first five miles? How about after the next 15 to 20 miles? You would be so far away from the finish line you would need a taxi and GPS system to get you back to where you rightfully belong.

Think of this special report as your personal power-grabbing GPS taxicab.

Take a seat in the back of the taxi and relax. I won't even start the meter as I drive you through a very painful part of town. It's a part of town I used to live in before I seized my power and launched www.EverydayIsSaturday.com.

Let me brag for just a minute. I promise I won't do it too much throughout the remaining pages, unless you consider every other page to be too much :)

Remember that part about me being an ex-stutterer?

Well, I decided to seize my speaking power back from the enemy.

While I was at it, I decided to turn my 'mess' into a message and become an international speaker and business coach.

Yes, you read that last part correctly. The college drop out is now a business consultant. I charge clients a substantial fee for one-on-one access to me. You want to hear my four hour keynote address? Cool, wire me \$25,000 or let me sell from stage where I have earned 4 times that amount selling my life-changing audios.

My podcasts are downloaded in over 100 countries. And just think, I couldn't even get a captive audience to listen to me at my former company (more on that later).

I'm not really good at marketing.

I don't have movie star good looks - although my wife thinks I'm pretty cool.

I am not very effective in a politically correct world.

So what is it?

How is it that I seized my power and used it as fuel to launch me into total time and financial freedom?

The answer is in the following pages. More importantly, your answer is in the following pages. You see, I am you. You are me. We're the same person. We

want to squeeze the last bit of toothpaste out of the tube of life before we have to call it quits.

My motives are simple and pure. I want to turn dreamers into do'ers and do'ers into Champions. If I help you seize your power, you help someone else. And so on.

At the time of this report, American businesses are lining up outside the Capital in Washington, D.C. with their hands out, saying "Please help!" These are not mom and pop shops, these are institutions of our economy who have been caught playing a nasty game of Russian Roulette with the economic lives of Americans.

I used to rely on corporate America for security in the form of retirement savings, steady income and health insurance. Then I realized one important concept:

“The Enemy Of Greatness Is Security”

I thought of the most secure humans in the world and asked if I wanted their lifestyle.

These people never had to worry about food, clothing & shelter - it is all provided for them. They were the most secure people on planet earth but they had to pay a steep price - their freedom.

I'm talking about prison inmates. When you equate security to prisoners, somehow it takes on a different connotation.

The men and women I left behind on the corporate battlefield are worse off than the prisoners I just described. Why?

Because they can leave... but choose not to!

There are no barb-wired fences surrounding their office but they still cannot find their power.

The time to take your power back is now.

“The Saturday Tipping Point”

One of my favorite books is *The Tipping Point* by Malcolm Gladwell.

In his book, Gladwell defines the ‘tipping point’ as the moment of critical mass. The threshold. The boiling point.

The story I am about to tell you was my very own ‘tipping point.’ I was a loyal corporate employee until this event happened in my life. It triggered a remarkable sequence of events that changed my life forever.

Many of you who have heard my Every Day Is Saturday story, know that the brand was launched on a cold November evening when my daughter asked “Is tomorrow Saturday daddy?”

I go into great detail about that day in my product “Six Days To Saturday.”

However, a story I have never told until now occurred two months before and turned my entire world upside down - and that’s a good thing.

It had been five months since I received my third promotion in four years as an executive within our Fortune 100 organization. I guess I was on the fast track, but to where I didn’t know. I was working long hours and seeing my family very little.

I had planned a family vacation that was originally supposed to take place in August. However, due to the frenetic pace at work, I postponed our trip three times until my wife finally insisted I take time for the family. I obliged and told my boss come hell or high water, I was taking my vacation the third week of September.

It was Monday morning, day one of my vacation week. I was sitting in my driveway watching our sprinklers water the lawn. It was one of those midwest September mornings where a sweatshirt and shorts were perfect morning attire.

The fog was lifting, the neighborhood was quiet. I was sitting in a lawn chair drinking a cup of coffee just enjoying the view and the sounds of birds chirping and the sprinkler doing it's thing.

I kept my cell phone with me, knowing all too well that I would be receiving calls from work. It was an unwritten rule when on vacation, expect to answer questions from co-workers.

Sure enough, about 9am my phone rings. However, it wasn't a manager but rather a sales rep. I answered the phone and he said "Dude, HR is here asking questions." I had grown up in the division and always felt as one of the reps myself. I respected the great sales men and women in our company and never took them for granted. I knew they were on the front lines doing the real work. In turn, they felt close to me - subsequently referring to me as "Dude" on occasion.

I said, "What is HR doing in the office?" He explained that a disgruntled rep had sent an anonymous letter to HR stating they were unhappy with the current environment in the office and mentioned in the letter "If you weren't a friend of the big guy, you didn't stand a chance."

So much for my vacation.

I was shocked HR would give credence to an anonymous letter. This letter could have been sent by:

- A) A disgruntled sales rep who wasn't performing up to par
- B) A former rep we fired
- C) The janitor
- D) Donald Duck

All it takes is a letter to arrive with no return address and you send the cast from Office Space to my division for a check up?

And you know what happened next - the bottom ten percent of the sales force saw they had a captive audience, a team of people who would listen.

The rep who called said “This is such bull! I can’t believe they’re giving these weak people a voice. We do all the work in the office, make all the sales quotas and the weak ones have the mic.”

I said, “Welcome to life, brother.”

“If You Don’t Have The Power, You’re Screwed”

If you want a more recent example of this, look no further than the current US economy.

You have millions of people who were buying homes with money they didn’t have and got crushed when they couldn’t pay their mortgage. Did every American practice this renegade investment strategy? No, but it didn’t take 100% participation to see the stock market get cut in half.

Add to this investment firms engaging in even more risky tactics like credit default swaps and you have a recipe for disaster.

We currently have 94% of Americans who are paying their mortgage on time, but that doesn’t matter. We have passed laws to bailout the weak. Taxes are rising and so is spending, all because 6% of homeowners are behind on their obligations.

So there I was, 90 minutes into my first vacation in over a year and it was over. My cell phone was lighting up like a Christmas tree from the other 90% of sales reps astonished with what was going on in the office.

They were trying to tell their side of the story, that our division had never been in better shape, but their voices were drowned by the malcontents.

I stared at the sprinklers that had been watering the lawn for over two hours. I stared at the grass and thought how each blade was being fed the water it needed to grow. How it would be brown and dying if I did not water it every day.

That made me think about my dream.

My dream was to be financially free so I could live life on my terms and be a father to my children. Growing up without a father made this a high priority to me. I was determined to change generations of my family, to teach them by example that life is not a dress rehearsal - to go after your dream.

This was my Saturday Tipping Point.

I had dedicated fifteen years of my life to one organization and it could be derailed by one anonymous letter?

Many senior executives called me to tell me not to take it to heart. It was just procedure to have HR involved and cover themselves in case anything came up down the road. To a person, each one said "Sam, it's happened to me and every leader in his company, there's nothing you can do but withstand the fire and come out a stronger leader."

One executive equated it to a President's approval rating saying "You can't please everyone. You'll always have people who love you no matter what and people who hate you no matter what."

Um, no.

That wasn't good enough.

What I could do was make sure this never happened again. I determined that I was never going to put my future in the hands of someone else ever again.

For the remainder of the week I searched deep inside myself to find out how I was going to accomplish this huge makeover from 'Sam The Executive' to 'Sam The Champion.'

A man who would be defined by the contributions to his family, friends and community, not plaques, awards and other forms of hollow recognition.

I was determined to focus on making a difference rather than making money. I knew I couldn't tie a U-Haul to my hearse and wanted to begin leading a better life for me and my family.

I was determined to seize the power I knew I had inside of me. I would use this power to blaze a trail for others to follow. For people who wished to swim upstream against the currents of mediocrity.

Think of the salmon.

People travel from all around the world to states like Idaho and Alaska to see a fish swim upstream. Why? Because fish do not normally swim upstream. It's no big deal to watch fish swim like all the others. It's not unique and therefore doesn't warrant a second look.

I wanted to be the salmon. I wanted to be unique and swim against the currents. I knew it wouldn't be easy but nothing worth having usually is. Easy was staying in a job the rest of my life, coasting towards retirement.

Everyone does that.

How many people plug into their internal power source and go after their dream?

The answer, is very few.

That's where you come in Champion.

“Finding The Power Source”

Take a look around the room. Focus on something that is currently running on an electrical source. It might be a computer, a light, a television or refrigerator. These items are plugged into an electrical outlet, which is the power source for the appliance to operate. Unplug the appliance and it stops working.

Now I want you to think of things that truly make you happy.

For me, it was spending time with my family. When I was in a job, I used to look forward to Saturdays because I knew it meant an entire day with my wife

and children. I would wake up when I wanted, get the day started at my own pace and not worry about much else.

I would take the family to the zoo or playground and just exhale - take a deep breath from a week full of emails, meetings and reports - just absorbing my surroundings, grateful for a healthy wife and children. That was my Saturday.

What is your Saturday?

It doesn't have to be just one thing. It can be a host of activities or a state of mind. For example, what business would you start if money were not an issue? A business that you would do for free? Don't let the thoughts enter your mind saying "But I can't do that, it requires capital I don't have." That's the enemy speaking to you.

When I launched www.EverydayIsSaturday.com I had no money, no connections and no website. I didn't let that get in the way of defining my Saturday. I didn't let those negative thoughts stand in the way of dreaming.

Dreaming is free. Let yourself dream about Saturday.

The problem with most people is they play small ball with their dreams, they don't let their imagination take over and simply dream of the possibilities. All the negative chatter gets in the way. All the friends and family from over the years telling them "Don't get your hopes up."

As if getting your hopes up is such a bad thing! If not dreaming, you're dying.

Now that you have the vision of what your Saturday looks like, think about your own personal power source. Think about what you are going to plug your dream into, just like the appliances in your room.

For example, if you had a clear vision of your Saturday and downloaded ten podcasts from people with a similar vision that made that dream a reality, the power amps going through your brain may cause your head to explode! You would start to feel a sense of empowerment that you've never experienced before.

How about this: Subscribing to ten podcasts, ten blogs and forcing yourself to find ten articles online around the same empowering message? How much would that inspire you to take action and go after your Saturday?

Notice that I have not mentioned money one time. When I was lost, I found personal development in the form of audio and written messages. If you go to www.Motivation.podomatic.com, you will find over 50 very powerful motivational podcasts for you to download at no charge. You don't have to enter your name and email, just simply click and listen. It's very easy to do.

You know something else (and this is where most people get tripped up), it's also very easy not to do.

You think about taking action and then life gets in the way. Distractions occur and before you know it, that same action item has been on your 'to-do' list for over a month. I've had hundreds of subscribers email me saying "Sam, I can't believe you give such great content away at no charge!"

As I was dreaming big and plugging into personal development, I began to research others who had big dreams and took action. I wanted to explore the mindset of individuals who launched huge businesses. People who changed the landscape of their chosen industry. On top of that, I wanted to know what caused them to seize their power. What was their very own 'tipping point?'

The first person I studied was Michael Dell.

Dell's first action step was to take apart an Apple computer in the bedroom of his parents' home. He began selling computers out of his dorm room and developed an innovative approach to conducting business: his idea was to sell computers directly to the consumer without going through retailers.

He would design and deliver a computer based upon the customer's own specifications. Prior to this there was absolutely no aspect of customization of the PC. Buying a computer invariably involved the presence of a middleman.

He also pioneered the industry's first service and support programs. Thus, in 1984, Dell founded the Dell Computer Corporation with \$1,000.

Today, Dell Corporation provides products and services in various information-technology and Internet related sectors. Dell features one distinct and innovative business practice: its products are not manufactured until after they've been ordered. Customers design a personal computer based on their own specifications. It is only after their order is submitted that the computer is assembled.

From a \$1,000 company to an IT giant worth more than \$100 billion, it's been a successful journey for Dell. Dell Corporation employs more than 88,000 people worldwide. As of 2008, it is ranked as the world's No. 2 in terms of computer sales, behind only Hewlett-Packard.

According to the company, an average of 140,000 systems are shipped per day. Ranked 34 among the Fortune 500 companies, 24 of the world's top supercomputers run on Dell. The company's global headquarters campus is powered by 100 per cent green energy. The company won 400 product awards in 2007 alone.

Michael Dell encapsulated his secrets of success in an entrepreneurs conference in Texas, when he said "First of all, don't start a business just because everybody else is doing it or it looks like it's a way to make a lot of money. Start a business because you found something you really love doing and have a passion for. Start a business because you found something unique that you can do better than anyone else. And start a business because you really want to make a big contribution to society over a long period of time."

That was one of my first sources of power and inspiration.

Hearing about a man, Michael Dell, who launched a billion dollar business with a \$1,000 investment. Did you see why he was able to do it? If you read the last paragraph in his story he stated to a group of entrepreneurs that you should "start a business because you found something you really love doing and have a passion for."

Those words resonated with me and solidified in my mind that I was currently involved in something that I was not passionate about - a job. I was simply doing what most people around me were doing and that was 'surviving.'

I was giving away my power to someone else in return for a steady paycheck. That may be alright for some, but it made me very uneasy - almost to the point of depression, that I was settling for something far less than what I was capable of.

After reading Dell's story I began researching more and more articles on people who went after their dream. Here I was with a message that was being muted. A message of hope and inspiration that you could do whatever it was you set your mind to, all I needed was the source of power to keep me focused.

Not only did I draw power from stories like Michael Dell's I drew the most power from a three year old girl - my daughter Madeline.

Madeline was the final jolt of power I needed to go after my dream. On a cold November evening in 2004, she asked **"Daddy, is tomorrow Saturday?"**

She asked this because I was a work-a-holic never stopping to be a father. Ironic because I had grown up without a father, and now I was doing the same to her.

Each time I thought the road was too bumpy for me. Each time I looked at my 'things to do' list and wondered how I was ever going to accomplish the tasks, I thought of her. I thought of how much better our life would be if I went for it. I also would envision Madeline and our other children watching me on TV or online giving one of my famous *You Are A Champion* speeches and saying "That's my dad!"

It turned out to be an incredible source of power for me. I was quickly learning that I did not need an annual review from my boss to tell me I was a champion. The daily review from my family was far more crucial to my success.

The dream of launching one of the largest personal development brands on the planet scared me to death. I was a big dreamer but had never taken on an endeavor quite like this before. I continued to research people who not only dreamed big but took action and crossed through the 'terror barrier.'

The Story Of Jeff Bezos

Jeff Bezos is the founder of Amazon.com.

He entered Princeton University planning to study physics, but soon returned to his love of computers, and graduated with a degree in computer science and electrical engineering.

In 2008 his company had annual sales of \$19.2 billion.

Sounds impressive - but what really impressed me was how Jeff left his safe, secure job to go after his dream and build an online empire. Bezos figured he could harness the power of the Internet long before most knew the Internet existed.

The Internet was originally created by the Defense Department to keep its computer networks connected during an emergency, such as natural catastrophe or enemy attack. Over the years, it was adopted by government and academic researchers to exchange data and messages.

In 1994, there was still no Internet commerce to speak of. One day that spring, Jeffrey Bezos observed that Internet usage was increasing by 2,300% a year. He saw an opportunity for a new sphere of commerce, and immediately began considering the possibilities.

In typically methodical fashion, Bezos reviewed the top 20 mail order businesses, and asked himself which could be conducted more efficiently over the Internet than by traditional means. Books were the commodity for which no comprehensive mail order catalogue existed, because any such catalogue would be too big to mail; perfect for the Internet, which could share a vast database with a virtually limitless number of people.

He flew to Los Angeles the very next day to attend the American Booksellers' Convention and learn everything he could about the book business. He found that the major book wholesalers had already compiled electronic lists of their inventory. All that was needed was a single location on the Internet where the book-buying public could search the available stock and place orders directly.

Bezos's employers weren't prepared to proceed with such a venture, and Bezos knew the only way to seize the opportunity was to go into business for himself. It would mean sacrificing a secure position in New York, but he and his wife, Mackenzie, decided to make the leap.

Jeff and Mackenzie flew to Texas on Independence Day weekend and picked up a 1988 Chevy Blazer (a gift from Mike Bezos) to make the drive to Seattle, where they would have ready access to the book wholesaler Ingram, and to the pool of computer talent Jeff would need for his enterprise. Mackenzie drove while Jeff typed a business plan. The company would be called Amazon for the seemingly endless South American river with its numberless branches.

They set up shop in a two-bedroom house, with extension cords running to the garage. Jeff set up three Sun microstations on tables he'd made out of doors from Home Depot for less than \$60 each. When the test site was up and running, Jeff asked 300 friends and acquaintances to test it. The code worked seamlessly across different computer platforms. On July 16, 1995, Bezos opened his site to the world, and told his 300 beta testers to spread the word.

In 30 days, with no press, Amazon had sold books in all 50 states and 45 foreign countries. By September, it had sales of \$20,000 a week. Bezos and his team continued improving the site, introducing such unheard-of features as one-click shopping, customer reviews, and e-mail order verification.

The business grew faster than Bezos or anyone else had ever imagined. When the company went public in 1997, skeptics wondered if an Internet-based start-up bookseller could maintain its position once traditional retail heavyweights like Barnes and Noble or Borders entered the Internet picture.

Two years later, the market value of shares in Amazon was greater than that of its two biggest retail competitors combined, and Borders was striking a deal for Amazon to handle its Internet traffic.

From the beginning, Bezos sought to increase market share as quickly as possible, at the expense of profits. When he disclosed his intention to go from being "Earth's biggest bookstore" to "Earth's biggest anything store,"

skeptics thought Amazon was growing too big too fast, but a few analysts called it "one of the smartest strategies in business history."

Jeff had told his original investors there was a 70 percent chance they would lose their entire investment, but his parents signed on for \$300,000, a substantial portion of their life savings.

"We weren't betting on the Internet," his mother has said. "We were betting on Jeff."

By the end of the decade, as six per cent owners of Amazon.com, they were billionaires. The stock has split three times, and to this day, about a third of the shares are held by members of the Bezos family.

The line that stood out for me in this story came from Jeff's parents who stated they were "betting on Jeff."

Think about that.

Jeff Bezos had an incredible passion to see his dream become a reality. It didn't matter what the product or service ultimately was in the end. What mattered most was his zest for life and commitment to seizing his 'Saturday Power.'

For both Dell and Bezos, Saturday to them was controlling their own destiny. Both men are philanthropists in their own right and encourage the same within their organizations. They have incredible clout within the business world now than they would have ever had if they stayed in their secure environments.

That's what is possible when you Seize Your Saturday Power!

“The Number One Action Step To Seizing Your Saturday Power”

I'm not a psychiatrist, but I can tell you first hand that your mind can get pretty messed up by other people. When I was in a job, day in and day out there were messages sent to me every day.

Whether it was an email from my boss or co-worker, or simply going to lunch with a group of other employees, I was exposing myself to messages.

The most important action step you can take right now is to **eliminate the voices.**

Before I seized my Saturday power, I would speak openly about my dream of making every day Saturday to all these people. Anyone who was within earshot of my message, I let it rip.

What I found was that 9 out of 10 people had no interest in hearing my dream because they weren't of the same mindset.

I would hear, "Sam, you're dreaming pal, let it go. Are you nuts? You have this sweet job and can retire at 47 if you'd like, just stay under the radar and don't make too many waves."

I thought of an Albert Einstein quote:

"Great spirits have always encountered violent opposition from mediocre minds."

These voices at the lunch table or water cooler then led to voices I would hear when I was alone. The enemy would be inside my head saying things like "Who do you think you are?" Sam Crowley, an ex-stuttering college drop out won't be speaking to any crowds about making every day Saturday. Be happy you aren't broke and pumping gas somewhere."

I was at a crossroads in life.

I loved the people I worked with on a personal level but had no interest in being where they were on a professional level. I was not going to let mediocre minds control my great spirit.

I had huge dreams and knew I wasn't crazy. As I mentioned earlier, I knew guys like Michael Dell and Jeff Bezos had done it - they had gone against the grain to make every day Saturday - why couldn't it happen for me?

I plugged into my power source.

I began downloading anything I could find online regarding personal development.

I realized that most people are dead at the age of 25, it just takes 50 years to bury them. If I had any chance of avoiding this same death sentence, it had to start with my mind and the messages I allowed to penetrate it.

I became addicted to empowering messages. I plugged into people who had anything powerful to say. I looked for the silver lining in every cloud. I understood that I was incredibly blessed to live in a country where I was free to act on my dream. I never saw footage of rickety rafts leaving the United States to sail to Cuba. I didn't hear of people climbing under barbed wire to escape to Mexico.

I knew I had everything I needed right here, right now. The only thing holding me back was me.

What a liberating feeling!

If I wanted to be an international motivational speaker, all I had to do was take action. My Saturday Power was inside of me the entire time, all I had to do was nurture it with the proper mind food and I would be on my way.

You need to understand the mind messages concept clearly before taking action. I have coached so many individuals who thought they were incapable of finding their Saturday. People who thought they were a lost cause, resigned to a life of mediocrity.

I challenged them like I am you right now. I forced them to go into a silent room with nothing but a sheet of paper and their dream. I was not going to argue for their limitations, and they can't either.

They wrote their Saturday dream out clearly and concisely. Then we built an action plan around the dream. Never do we talk about money until we first have the vision in place. Once we have the vision, we discuss the power source they will be tapping into to nurture the dream.

Let me ask you a question, Champion. If money were not an issue, would you march toward your Saturday? If yes, than what are you waiting for? If the vision is clear and the passion is high, the money will find it's way to you.

Once I drew my line in the sand and said "No more being average!" my network expanded with people from all over the world who wanted to be on the 'Every Day Is Saturday Train.' They saw it as a powerful locomotive leaving the station.

Champion, your train is waiting to leave the station.

Ask yourself these two questions:

Have you reached your tipping point?

Have you discovered the Saturday Power that lies inside of you?

Answer "YES" to those two questions and you will be on your way.



You are a Champion!

-Sam Crowley

PS- Share your story with other Champions from around the world at <http://www.sixdaystosaturday.com/blog/>

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