What Kind of Imprint Will You Leave on the World?

Leadership Speaker and Pastor Keith Craft on How to Discover, Develop, and Deploy Your God-given Potential

What is it?

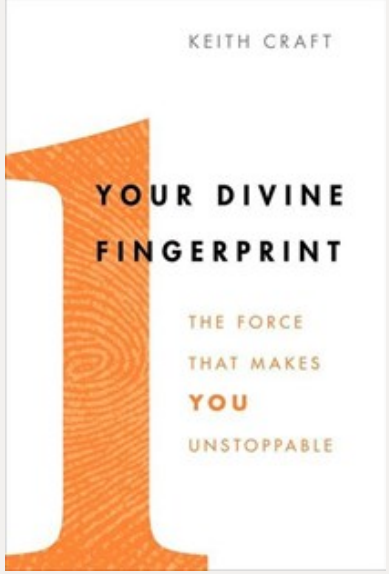
In *Your Divine Fingerprint: The Force That Makes You Unstoppable* (HarperOne, October 2013), leadership coach and pastor Keith Craft outlines a proven process to help people discover, develop and deploy their "1% Factor"—the one thing they were designed to do that seven billion other people on the planet were not. Human DNA is 99 percent identical from person to person, but that remaining one percent—the "X-Factor"—is what makes each person unique as well as divine. "The one percent difference in each of us is a type of glory that God has given us," says Craft. "We all have a fingerprint that no one else has, so we can leave an imprint that no one else can leave."

Why did he write it?

Craft excels at helping people develop and amplify their unique distinctives, and in doing so, connect with God. He says that when you believe that God has a great purpose for your life, your life turns from natural to supernatural—in other words, "elevate your thinking to elevate your life." In the book, he shows how to discover:

- Your Core Values. Find out what matters most to you, so you can live a life that most matters.
- Your Leadership. How to learn the art of self-leadership and become indispensable by developing the heart of a servant-leader.
- Your Blind Spots. Reveal the things you are oblivious to (but that are obvious to everyone else) that are holding you back from the results you want.
- Your Life Sentences . . . that sentence your life.
- Your Genius—the thing that gives you problem-solving power in seemingly impossible situations.

Craft grew up with a recognition that every person has a unique, "divine" fingerprint. (Fun fact: Craft's father was a fingerprinting detective in Dallas.) In the last 100 years, forensic science has made it possible to identify people by their fingerprints. However, this method has primarily been used to identify people for something they've done wrong. Craft argues that we should find more ways for people to maximize their "fingerprint power," because, as he says, "that which makes you different, makes you great!"



by Keith Craft

BOOK DETAILS

Harper One

Christian/Non-fiction

October 1, 2013

978-0-062-2065-27

Hardcover

$24.99 U.S.

PR BY THE BOOK

Why is it relevant?

Everyone has talents, skills and passions that translate into value to their spouse, their job and to society, yet Craft claims most people don't even know they have a 1% Factor. Most people define themselves and categorize others by where they're from or their ethnicity—a preconception—rather than how we really are. People owe it to themselves and others to learn how to capitalize on their "X-Factor" and maximize their potential in the process.

Craft says there are no excuses for not being the best you can be, all the time. Within the pages of *Your Divine Fingerprint*, he teaches readers how to identify their talents, skills, and passions to find their one percent difference—or "X-Factor for Success." Craft says, "Our fulfillment in life will be in direct proportion to our competency to developing our 1 percent."

He offers examples of times when your 1% Factor is needed. We all have defining moments—losing a job or a home, a serious illness or accident in the family, or catastrophic failures in business such as bankruptcy or a fire. Or positive defining moments, such as owning a successful business or getting a promotion, developing a new software program, winning the lottery, or an inheritance. These defining moments create an opportunity for people to deploy their 1% Factor. What matters is not the moment, but rather, *how we react or respond to it*—for example, the doctor who saves a life, the quarterback who takes back the game, the grandmother who leaves her "imprint" during her grandchild's upbringing. How do we learn to recognize the defining moments we all encounter?

Craft's own defining moment happened on Friday the 13th, May 1960, when, as a toddler, he suffocated on a plastic bag and was pronounced dead. Only after receiving the "new" procedure of mouth-to-mouth resuscitation and being prayed over by his grandmother, "Mamaw," Craft's eyes opened and he took a breath. He had gone 30 minutes without oxygen. That November, the *Dallas Morning News* ran a cover story about his miracle, captioned "A Thanksgiving Blessing."

How is it different?

Craft introduces a triad process, "THINK, BE, DO," which he has used in training executives, corporations, and nonprofit organizations. He has developed this concept over many years to help people implement intentional change through a strategic process rather than just letting life happen. In *Your Divine Fingerprint*, Craft uses this three-step process to help people "Discover, Develop and Deploy" their unique skills and talents (their 1%) to leave an imprint on the world that no one else can.

In the book, Craft defines what it means to be a leader, taking a look at the difference between how a leader thinks and how a normal thinker thinks. He delves into self-leadership, servant leadership and transformational leadership, highlighting the great leaders he's learned from. As a leadership coach for the past twenty years, Craft has spoken alongside Super Bowl–winning coaches such as Mike Ditka and Tony Dungy, MVP quarterbacks including Joe Montana and Peyton Manning, and former world leaders such as Colin Powell, Steve Forbes and Mikhail Gorbachev.

"Our capacity for success in every area of life is contingent upon discovering our uniqueness."

Who is it for?

- Entrepreneurs and leaders in business and non-profits
- Pastors and church leaders, who want to train and motivate their membership to go beyond limiting mind sets, and elevate their thinking to accomplish great achievements
- Leaders in all areas of life, interested in further developing their skills
- Business owners, executives, supervisors and managers who want to elevate their personal, business and overall team success
- Coaches
- Christian men and women; anyone who has a desire to understand their unique difference and how that difference has the potential to make them great and glorify God

Who wrote it?

Keith Craft, is one of America's most sought-after motivational speakers and leadership strategists. Craft has shared the 1% Factor in the largest business seminars in the world, and he has shared the stage with former world leaders such as **Bill Clinton, George Bush, Gerald Ford, Colin Powell, Steve Forbes, Mikhail Gorbachev** and **Margaret Thatcher**. As a corporate coach, he has developed leadership training tools for multi-million and billion dollar corporations such as Benchmark Mortgage, Rodman Companies and the Raytheon Corporation.

As a leadership coach for the past twenty years, Craft has spoken alongside Super Bowl–winning coaches such as **Mike Ditka, Don Shula, Mike Shanahan** and **Tony Dungy** and MVP quarterbacks such as **Terry Bradshaw, Joe Montana** and **Peyton Manning**. As the president of Leadership Shapers (KCLS), a non-profit multi-dimensional corporation, he has dedicated himself to helping people reach their full God-given potential and leadership capacity. He is also the founder of Leadershipology.com which provides free daily leadership quotes to live by delivered by email and online websites around the world.

In 2000, Craft founded Elevate Life Church in Frisco, Texas, which recently constructed the $33 million dollar, state-of-the-art Cathedral of Frisco. He is the lead pastor of the 7,000-person congregation, with an additional 10,000 watching the live, weekly sermon from around the world. His personal mission statement is "To be a loving leader, motivator and mentor of biblical excellence to help people elevate their thinking so they can elevate their life and reach their full God-given potential."

He is also the author of *Leadershipology 101: Leadership Proverbs for the 21st Century*. Craft and his wife, Sheila, have three children, who all serve at Elevate Life Church. They live in Frisco, Texas.

"You connect with God when you turn a defining moment into a miracle moment by making a decision and then taking action. When you understand the power you have to choose how a moment will affect you, you can then begin to define the moment instead of the moment defining you. And by taking action, you get nearer to fully living the greatness that God has given you and has given to no one else—the 1% you have that no one else has."

News tie-ins & core messages:

- Becoming an Unstoppable Force: Learn how identify your "1% Factor," the thing that you're better at than anyone else on earth
- When did the "greats" and geniuses of our time discover what they were created to do? We were all created to do something as well as Mozart composed music or Michelangelo created artistic masterpieces. How do we discover what it *IS*?
- Leadership and the 1% Factor: What sets us apart? What can we learn from other great leaders?
- The Pigskin Pastor: Learn what Pastor Craft has gleaned over the years from working with dozens of football's greatest players and coaches. How did they find their 1%?
- Can simply changing the way you think really change your life?
- Discovering your 1% factor—your "divine fingerprint"—to benefit your:
  - ◊ Job: How to set yourself apart in a floundering economy
  - ◊ Marriage: Transforming your relationship
  - ◊ Family: What do you bring to the table?
- The Digital Pulpit: How Pastor Craft is using technology and social media to build and connect younger, more diverse and more empowered disciples, congregations and ministries.
- Building Blocks for a Spiritual Life: How to cultivate true and lasting transformation in a microwaved, instantaneous, social media-driven, 'I want it now' world.
- Can we choose to perform miracles? Craft says, emphatically, *'yes'*

Praise for the book:

"Keith Craft is one of the most driven leaders I've ever met, and *Your Divine Fingerprint* is the perfect expression of his message that the smallest difference can make all the difference. This remarkable book will help you discover the 1% inside you that will define your future."

—Phil Cooke, Ph.D., filmmaker, media consultant, and author of *One Big Thing: Discovering What You Were Born to Do*

"Keith Craft's *Your Divine Fingerprint* takes self-empowerment to the next level because it positively impacts your mind, heart and spirit. Each chapter will inspire you to discover your purpose, manifest your greatness and become an unstoppable force in pursuit of your dreams."

—Les Brown, speaker, speech coach and author of *Live Your Dream*

Media Contact : Jason Jones 512-720-2996, Jason@prbythebook.com, @book_publicist