

# One Word

*that*  
will change  
*your* life

Expanded  
Edition

JON GORDON DAN BRITTON JIMMY PAGE



## **Praise for *One Word That Will Change Your Life***

“*One Word* is a great little book that conveys a profoundly simple idea. Discover your *One Word* for the year, own it, live it, and experience its impact on your life. One word for this book: Priceless!”

—**Ken Blanchard**, coauthor of *The One Minute Manager*® and *Leading at a Higher Level*

“My wife and I read *One Word*, and we loved it! My favorite word for this book is *Powerful*! Read it today and discover the power of *One Word*!”

—**Lou Holtz**, former Head Coach of University of Notre Dame

“Our lives so often feel cluttered, confused, and complex. *One Word* shows the way to the simplicity of focus. It guides you to what should currently matter most and clarifies how to live from that place. This is a game-changing concept that will transform how you do your life. Get *One Word*. Read *One Word*. Find your *One Word* . . . and you will experience the best year of your life!”

—**Dan Webster**, Founder,  
Authentic Leadership, Inc.

“In the past 10 years, I’ve been asked to editorially review at least 1,000 books on leadership, personal change, and life purpose. If I were forced to choose one favorite among them, my number one choice would be *One Word That Will Change Your Life*. Why? In a word, the book makes a bold promise—and then it delivers. I’ve read it cover to cover twice now. Dan, Jimmy, and Jon have produced a gift that will do just what it says: change your life! I recommend you embark on the thrilling *One Word* adventure and invite your friends, family, and coworkers to join you. I predict you’ll soon have some of your most interesting experiences ever.”

—**Ron Forseth**, Vice President of Business Development, Outreach Inc.

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**WILEY**

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If you want your life  
to change . . .  
to be more rewarding  
and exciting than  
ever . . .  
you can do it with just  
***One Word.***  
We guarantee it.

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# Introduction

*If we could give you one thing that would improve your life in incredible ways, would you receive it? If this one thing was so intuitive and easy to use that you would be crazy not to try it, would you give it a shot?*

What is this one thing? It's just *One Word*. That's right—*One Word That Will Change Your Life*.

In this book we will show you how to discover the word that is meant for you. It's your *One Word* vision or theme for the entire year, and it will help you become the person you were born to be.

When we first discovered this simple concept in 1999, we never imagined thousands of people would experience life change year after year. However, over the years we have witnessed others experiencing the same life change we have experienced. We came to realize that we had to share this life-changing concept with as many people as possible.

A simple concept must be communicated in a simple way. That's why we have designed this book so that you can read it in just 49 minutes. In this case, less is best. Simple is powerful.

*One Word That Will Change Your Life* is a proven way to create clarity, power, passion, and life change. Each year, resolutions are rarely kept, and goals are often easily forgotten. But *One Word* sticks. By living a single word that is meant for you, you'll find renewed purpose and meaning throughout the year and achieve laserlike focus and power for your life.

We have created a *One Word* process that has three steps:

- 1. *Prepare your heart.*** This is where you take action to strategically disengage from the hectic pace of life and look inside. Eliminating noise and clutter properly prepares you for the work of the heart. We show you easy, practical ways to create some space and get ready for your *One Word*.
- 2. *Discover your word.*** This step helps you ask simple questions to find your word. We