

**Foreword by Charlie “Tremendous” Jones**  
Bestselling Author of *Life Is Tremendous*

# blue

A Simple Way to Unlock  
Your Potential

**Tony Sciré and Tony Sciré, Jr.**

The Dynamic Author of *The Power of 2* and His Son

A ***Possibility Press*** Book

# blue

**Tony Sciré and Tony Sciré, Jr.**

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## The “Tremendous” People You’ll Meet in *Blue*...

As I’ve been known to say, “You’ll be the same in five years as you are today, except for the books you read and the people you meet.” Now here’s a must-read little gem of a book in which you’ll meet some tremendous people who can make a magnificent difference in your life.

Jam-packed with indispensable wisdom, *Blue* can help you achieve whatever objectives you’ve set for yourself—or would like to. In one of the most profoundly inspired stories I’ve ever read, the two tremendous Tonys teach us how incredibly simple it is to align ourselves with those who can empower us to reach our full potential—no matter what our circumstances may be.

Thankfully, they also vividly describe and bring to life those cunning characters whose main objective in life is to drag us down and take us off track—causing so much pain, heartache, goals unrealized, and dreams unfulfilled—and how to render them harmless!

Every extraordinarily successful person I know has made friends with the tremendous team of “people” portrayed in *Blue*, and lives by the guiding principles they revealed to Willie that fateful night.

Take this amazing journey and you’ll befriend those very same people. They’ll help you find the *Blue* keys that will enable you to accelerate yourself to tremendous success—while empowering others to do the same!

Tremendously,



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Charlie “Tremendous” Jones

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## Could *Blue* Possibly Be YOUR Breakthrough?

*Dear Reader,*

**T**oday, there's a quiet but intense battle taking place in many of our minds—preventing most of us from excelling at work and in life and reaching our full potential.

“A battle? What in the world are you talking about?” you demand.

You've no doubt noticed how people everywhere are experiencing increasing pressure to keep up with it all. You've no doubt noticed the growing requirement for us to be more productive and precise in our jobs, businesses, communities, and homes—a trend spreading across all age and socioeconomic levels—from preschool to the highest levels of government and industry.

*So how has all of this affected you?*

Attention is shifting to outside pressures that we, as a society, have never had to deal with before on such a

massive scale. We're talking on cell phones, sending text messages, carrying the Internet in our pockets. Everyone's in a hurry, multi-tasking, struggling to get more crammed into the same twenty-four hours.

There's more traffic on the roads than ever. Airports are jammed with harried travelers, while flights are often delayed or cancelled. Financial obligations are growing. Every day we're faced with ever-increasing responsibilities for the economic, emotional, and physical well-being of ourselves and our families.

*It almost seems insane...*

We hope we're never called into the boss's office. Many live in the fear of not being able to get the job done on time, their department being eliminated, the possibility of being downsized, or the implications of a merger, acquisition, restructuring, or relocation.

*Blue* offers a simple but powerful approach for overcoming challenges and fears like these and others, while showing us how to gain more control over achieving our objectives. It identifies and personifies the forces working overtime to stop us from reaching our full potential, as well as those forces that can help us to be happier and more successful.

Have you ever started the day dreading going in to work—believing there's little or no hope for advancement, or that life's a grind and could be better than it is? Would you like to rise above it all, be more than you are now, and have a brighter future? Would you like to have more energy and enthusiasm? Better relationships? Increase your income? Advance more quickly in your career or business? If so, it's high time to take a look at what's going on inside your head.

*That's where it all begins...*

For starters—I know, you’ve probably heard it a million times before—you need to eliminate any hints of negative thinking from your mind. Gone; outta here!

“But how can I do that?” you lament. “It easier said than done! There’s so much negativity in the world today. I’ve already read tons of books, listened to zillions of audios, and attended umpteen thousand seminars and conventions! But I’m *still* not where I want to be.

“*Why? Why? Why?*”

“Nothing seems to work like I thought it would. Now you’re telling me this little book is going to make the difference? Why should I believe you?”

Let me ask you this: Would it be worth an hour to find out? Would it be worth an hour of not watching TV or surfing the Internet—an hour that could help you get to where you want to go, sooner rather than later?

*Could this be real?*

When Tony senior first approached me about *Blue*, I, too, was skeptical. “*Blue?* Huh? Another cute, little, self-help book?” I sighed. “Sure sounds negative to me. *Blue?* Are you kidding me?”

“But wait a minute,” he insisted. “I know you’re busy; and that’s the beauty of it. It takes only an hour to read—then you’ll understand. You’ll see. If you’re not enlightened, forget about it. If it isn’t as impactful as I say it is, I’ll go away. But what if it delivers? Would that matter to you? Once you’ve read it, I believe you’ll agree with me that it’ll make a difference in your life, as well as in the lives of those around you. May I be so bold as to say it might even lead *you* to a breakthrough?”

Tony was so sincere and enthusiastic I just had to read the original draft. To put it mildly, *Blue* blew me away!

It uniquely cut to the core like no other manuscript I had ever read. It got to the essence of what makes us tick—of why we succeed or fail; why we're happy or unhappy. More importantly, it shared *exactly* how to rise above it all, and be more successful and happier too—in *an incredibly profound but simple way*.

It's so simple I'm amazed no one has ever thought of it before. But then, that's what breakthroughs are all about. I believe *Blue* represents a breakthrough in awareness and understanding of what enables some people to overcome challenges and excel, while others don't!

I believe *Blue* will help anyone who sometimes takes a hit in self-confidence or otherwise loses their edge. And who hasn't? *Blue* will strengthen your walk along the path of an I-can-do-it state of mind.

Granted, this road isn't always easy to follow or even find. As you are probably well aware, there's no exit for easy street, nor is there an elevator to the top! But when we believe in ourselves, even just a little—or maybe we've had enough of the naysayers and the status quo—we can move forward and vastly improve our lives.

After working with the two Tonys in further developing *Blue*, I've found it delivers—it turned on a light for me. It helps us understand and do something about what's really going on inside our heads as we go through the day—subjected to negative thinkers, less-than-desirable circumstances, and challenging situations.

*Blue clears the air and can help you rise above it all!*

You may even find yourself to be a lot like Willie. One Sunday night, while tossing and turning, stressed out, dreading another Monday at work, he finally falls asleep and has the most amazing experience of his life. He's

rushed headlong into a remarkably illuminating journey into his own head.

Read *Blue* and think about how it can help you—then apply it to your own life. Once you do, it'll always be in your mind, instantly ready to assist you. You'll no longer have any reason for not moving ahead and conquering your mountains. Once you know the story, you'll find overcoming challenges to be a fun game.

I believe *Blue* is a gift that holds the answer to a new tomorrow—the right book, at the right time, for the right reasons—you, and those you care about! Call it coincidence; it's definitely a blessing. Could this story have come into your life at just the right time? Could this be a call to action? Could this be your breakthrough?

You were born with everything you need to excel—it's all inside of you. *Blue* can help you bring it out and realize the potential that's never been fully tapped. When you've finished reading it, you'll probably ask yourself, "Why didn't I think of this myself? It's all so very clear to me now. I've got to get moving."

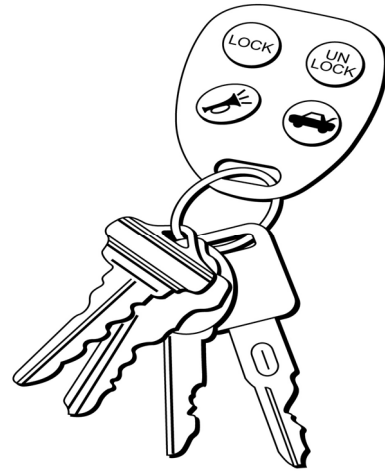
I believe *Blue* represents a quantum leap in the application of positive thinking. If you've ever had even an inkling of hope for a better life, you're on the right track. If you have the desire for a brighter future, *Blue* can help you achieve it. Read it and let it work for you today!

All things grow with love,

*The Publisher*

PS: If someone thought enough of you to recommend or give you *Blue*, be sure to thank them. Apply its teachings, meet your objectives, and make your dreams come true.

“While people everywhere will certainly be entertained by your story, I’m saddened to tell you that only about five percent of them will actually take it to heart and use it for their benefit. Those in the five-percent group are the ones who embrace new ideas and view challenges as opportunities.”



# 1

## The Story Behind the Story

It wasn't easy for us to sit down and write a story about an unbelievable journey a man named Willie took into his head one night. Then, of course, there was the challenge of effectively communicating what we had hoped would have an enormous impact on society.

Willie, a great guy—you'd like him—had been moving right along in his career, but a year or so ago he started losing his edge. He began focusing on the challenges and responsibilities of modern-day life, and it was getting him down. In addition to that, he sometimes felt as though he was an outcast and not as good as others—never mind that he wasn't always accepted at work, in the neighborhood, or even by some members of his own family.

“So why, then, did you and your son bother to take the time to put together a story about a guy like that?” you ask.

For starters, it’s been a long-standing desire for us to work together on something as a father-son team. We’re happy to report that it’s turned out to be one of the greatest joys of our lives.

*But why this book?*

To let you in on a little secret, a few years ago, while I, Tony Senior, was on my way to Europe with the assignment of downsizing a company executive, a little voice inside of me started talking. Because of that, I just couldn’t bring myself to let the man go. After all, we had become good friends over the years, and the thought of giving him notice did not sit very well with me.

So I started thinking how I might be able to help him. Then, out of the clear blue sky, while I was relaxing in an airliner somewhere out over the Atlantic, the voice continued talking.

After we landed, a limo took me to his office. Upon entering the building, I exchanged some pleasantries with the receptionist, but she seemed to know I was there on serious business. She paged the man’s assistant. As soon as the assistant entered the lobby, we greeted each other and she rode with me on the elevator, escorting me to his office.

Once we got caught up on the usual personal updates, I told him that, unfortunately, I was there to

let him go. But I also told him not to despair and to listen to what I had to say. I immediately started sharing the story of *Blue*. Since he was such a dear friend, I just couldn't help myself, especially under the circumstances. I simply couldn't keep it from someone I cared about.

To make a long story short, my European friend was so enthralled and inspired that he told me he would do everything possible to turn things around. After hearing the story of *Blue*, he humbly asked if I would give him a month to put things in motion and get the business humming again. He was so sincere and determined that I just had to give him a second chance.

Well, I'm happy to report, he did just that. In fact, my company actually apologized to me and him, asking him to stay. They wanted to know what he had done so quickly to create such a dramatic turnaround in operations.

It was most remarkable! I, for one, had never seen anything so spectacular in all my years working for the company. Needless to say, he and I were both thrilled, as letting someone go is certainly one of the most gut-wrenching things anyone can do to another or have done to themselves.

Now, even though the little voice is just an imaginary friend, I've grown quite close to him. He showed me how to combat and annihilate negative thinking, develop and maintain a positive state of

mind, turn my life around, and assist others in doing the same.

We know what you must be thinking: “These guys are crazy, lunatics, goofballs. I should put this book down—right now—and see what’s on TV. A little voice? Yeah, right.”

But wait a minute. Give us a chance. *No, give yourself a chance! You’ll see...*

Most people believe we all have a little voice inside of us that gives us advice but, as you’ll soon discover, there are actually several voices—some good, some bad! Hang in there for an hour or so and you’ll understand.

Along the way, you’ll learn how to move on from whatever funk or slump you might be in and overcome any particular challenges you may be facing. You’ll also discover the *Blue* keys. They’ll enable you to unlock the doors you need to go through to reach your full potential—so you can get and stay on top of your game.

Now as exciting as this may be, however, I, Tony Senior, must tell you that the little voice gave me, in no uncertain terms, a very clear warning. He said, “Tony, while people everywhere will certainly be entertained by your story, I’m saddened to tell you that only about five percent of them will actually take it to heart and use it for their benefit.

Those in the five-percent group are the ones who embrace new ideas, and view challenges as oppor-

tunities—using them to grow and create better lives for themselves and their families—for making a greater difference with the people around them. They’re the leaders and future leaders of this world, not only in business but in their communities and personal lives.”

Based on what Willie, the main character, experienced and learned on that unbelievable night, we hope and pray that you’re already a five-percenter. But if you’re not, get ready to become one. We believe *Blue* will help you get there!

So sit back, relax, open your mind, and enjoy the ride. While you have only one life to lead, there’s virtually an unlimited number of ways you can live it. Read *Blue* and let it spur you on to be more than you are now, and make your life count for more than ever before. Read *Blue* and make more of your objectives and dreams a reality. We believe it can help you do so.

Once you have *Blue* in your psyche, you’ll look at life a little differently, maybe a lot differently, full of possibilities. You’ll know that, without a doubt, whatever you clearly believe in your imagination can become more of a reality than you’ve ever thought possible—*sooner rather than later*.

Now get ready for what could be the trip of a lifetime. Get ready to experience what we believe you’ll find to be a tremendous life-changing experience...as you discover the power of *Blue*.

// I've come to  
the point  
where Sunday after-  
noons aren't as  
peaceful as they  
used to be. A good dinner  
doesn't seem to help much ei-  
ther, and the evening news is so  
negative it sometimes makes me  
feel nauseous. I feel nothing but  
anxiety welling up inside of me,  
as I dread yet another stressful  
Monday at work. I can hardly  
stand it anymore."

