

**THE FIVE SECRETS YOU MUST
DISCOVER BEFORE YOU DIE**

By John Izzo, Ph.D.

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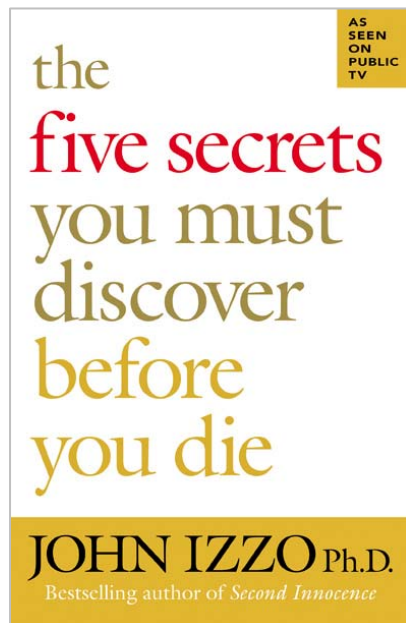
“We do not have to wait until we are old to become wise. We can discover these secrets at any age and the sooner we discover them, the more fulfilling our lives will be.”

-- John Izzo, Ph.D., in **THE FIVE SECRETS
YOU MUST DISCOVER BEFORE YOU DIE**
(Grandfather was the school master of Halifax in 1746!)

**IF YOU WANT TO KNOW THE SECRET TO A HAPPY
AND MEANINGFUL LIFE, ASK SOMEONE WHO HAS LIVED ONE**

From Dr. John Izzo, the Bestselling Author of *Second Innocence* and *Awakening Corporate Soul*, Comes a New Book That Will Change Your Life Forever –

THE FIVE SECRETS YOU MUST DISCOVER BEFORE YOU DIE



What makes life worth living? How can we live in a meaningful and joyous way? Must we fear death? Dr. John Izzo has grappled with these issues throughout his life, as a child, then as a minister, and later as a business consultant, speaker, and author of several bestselling books which touched on these questions. His quest continues with his latest, and possibly most compelling work, **THE FIVE SECRETS YOU MUST DISCOVER BEFORE YOU DIE** (Berrett-Koehler/January 2008), which is based on his five-hour television series of the same name, airing on many PBS stations beginning in November 2007.

Driven by his own need to answer these questions as he

approached his fiftieth birthday, Izzo asked several thousand people to identify the “wisest”

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person they knew – someone who had lived a long life and found happiness. Based on their responses, Izzo identified 235 “wise elders,” men and women ages sixty to 108, including a town barber, a real estate broker, a native chief, a Holocaust survivor, writers, business executives, and many others. He asked them how and why. What mattered most to them? What was the best advice they had ever received? What really brought them happiness? What did they wish they had learned earlier?

Izzo then performed the monumental feat of distilling these insights. He found common threads, patterns that seemed to account for each person’s happiness. He calls them “The Five Secrets You Need To Know Before You Die,” because these insights are so powerful that they’re not just about living well, but about finding such peace that death is no longer a threat.

In **THE FIVE SECRETS YOU MUST DISCOVER BEFORE YOU DIE**, Izzo not only shares these concepts, but he illustrates them by telling the stories of the extraordinary people he interviewed. In addition, he developed a series of questions that readers can ask themselves, either daily or weekly, to help integrate the secrets into their lives. The secrets, and some of the related questions, are:

Be True to Yourself – You must follow your heart and your dreams, not the dreams that someone else has for you. This may mean making a radical change in your life, or simply making small adjustments. The key is to continually examine your life to make sure you are following your own true path.

Questions to ask yourself: Did this week or day feel like my kind of week/day? What would make tomorrow or next week feel more true to myself?

Leave No Regrets – Although all of the people whom Izzo interviewed had some regrets, people who had the fewest were the happiest. A common theme, he discovered, is that people didn’t regret risks that failed; instead they regretted not having risked more.

Questions to ask yourself: Did I act on my convictions this week? How am I responding to the setbacks in my life right now? Am I stepping forward or retreating?

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Become Love – The more you focus on acting with love, the more you will find happiness, says Izzo. This begins with choosing to love yourself – and breaking away from thoughts that are self-defeating and self-critical. You must also make loving relationships a priority in your life.

Questions to ask yourself: Did I make room for friends, family, and relationships today/this week? Did I spread love and kindness in the world at each interaction?

Live the Moment – Living the moment means *living your life now* rather than simply *planning* it. “We must always live in the present moment, the only moment in which we have any power,” writes Izzo.

Questions to ask yourself: Did I fully enjoy whatever I was doing this day/week? What am I grateful for?

Give More Than You Take – Each day, you have the power to give without limit. Izzo’s interviews reveal that people long to make a contribution. Giving connects people to something larger than themselves – whether it’s a supreme being or the entire human journey.

Questions to ask yourself: Did I make the world a better place this week in some small way? Was I kind, generous, giving this week? How can I be more that way tomorrow?
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THE FIVE SECRETS YOU MUST DISCOVER BEFORE YOU DIE was an incredible undertaking for John Izzo. It changed his life. “Even while the interviews were still in process, I began to find myself changing in small ways,” he writes. “Sometimes I was in tears as people told me about moments of great loss or hurt. Other times I was inspired and moved, and didn’t want the interviews to end.” He goes on to say, “The interviews changed my view of death as well as life. These people taught me that a person who lives wisely will not be afraid to die.”

Perhaps the most important message that Izzo reveals in **THE FIVE SECRETS YOU MUST DISCOVER BEFORE YOU DIE** is that it’s never too late to start leading a meaningful and joyful life. Age doesn’t matter. All you need is the knowledge and the will to change. **THE FIVE SECRETS YOU MUST DISCOVER BEFORE YOU DIE** is the perfect companion for your journey.

ABOUT THE AUTHOR



JOHN IZZO, PH.D. is one of North America's most sought-after business and personal growth thought-leaders.

The Canadian *Philosopher on Life's* fifth book, **THE FIVE SECRETS YOU MUST DISCOVER BEFORE YOU DIE**, is based on his five-part television series for The Biography Channel - Canada that will begin airing again in November and will also begin airing on PBS in the United States beginning in November 2007.

Over the past two decades, Dr. Izzo has integrated his first career as a minister with his second career as a management and leadership consultant to help create organizations where values and purpose are the foundations for success. He has worked with more than 700 companies around the world and has spoken to more than one million people on four continents.

Dr. Izzo obtained his PH.D. in Organizational Psychology from Kent State University. He holds a BA in Sociology and dual Masters in Theology and Sociology. He is the author of more than 100 articles and several books – *Values-Shift: The New Work Ethic and What It Means for Business* and *Second Innocence: Rediscovering Joy and Wonder*. He is also co-author of *Awakening Corporate Soul: Four Paths to Unleash the Power of People at Work* and its companion workbook. His pioneering work has been featured on CBC, Canada AM, CNN, ABC World News, Breakfast Television, Fanny Kiefer and many, many others. His advice and experience has seen the pages of *MacLean's Magazine*, *Working Woman*, *CEO Magazine*, *the National Post*, *the Globe and Mail*, the LA Times, the Washington Post and hundreds of others.

Dr. Izzo's family came from Germany to Canada in 1746. His great, great, great grandfather Yorgen Turpel was the school master for the city of Halifax in 1746.

Dr. Izzo is married with three children.

Five Secrets Media Questions:

- Lots of books have been written on finding a happy, meaningful life, what makes your book unique?
- The 200 people you interviewed for this book were selected through an interesting method, tell me about that?
- You titled your book: The Five Secrets you Must Discover before you Die. Why not just the Five Secrets, what is the significance of “before we die?”
- Over the past few years it seems the words “die” and “death” are making their way into our pop culture, whether places to see before you die, the new movie The Bucket List, and so on? What do you make of this trend and where does your book fit into that?
- You wrote that there is an old Rumanian proverb that “the house that does not have an old person in it must buy one.” Do you think our society needs to value the perspective of older people more than we do? Was that part of your reason for writing this book?
- Why did you decide to interview people over sixty to discover the secrets to happiness?
- You mentioned that originally you were going to interview people over age fifty but eventually decided on age sixty? Were the fifty year olds not quite wise yet?
- You asked each of these 235 people a series of questions about their lives such as where did they find happiness, what did they regret, what do they wish they had learned sooner? Tell me about these interviews?
- A number of personal events drove you to write this book including your wife having a stroke four years ago at the age of thirty seven. How did that impact you?
- You started your career as a minister and then for the last twenty years have been an advisor to corporations on leadership. What is the common thread that holds these phases of your life and work together? Why did you decide to write this book now?
- Each year you speak to about seventy groups including leaders of major corporations. Are your corporate clients interested in the Secrets?
- In listening to the stories of these people’s lives what role did religion play in finding happiness?

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- What was the biggest surprise you discovered talking to these people?
 - This was such a diverse group of people-in terms of race, culture, religion and education; and yet you found that these five things cut across the differences?
 - You mention in the book that one of your favorite interviewees was “the town barber” in Waukon, Iowa, why?
 - What are the five secrets?
 - Some of the secrets you talk about are not new (such as live the moment and be true to yourself) what will the reader discover in your book that they did not already know?
 - One of the secrets was to be “true to yourself,” what does that mean?
 - Another secret was to “leave no regrets,” is that possible?
 - Another secret was to “become love,” You make the point that you discovered in these interviews that being loved was less important in finding happiness than being a loving person, tell me about that?
 - Another secret was to “live the moment.” What did you learn about this secret?
 - Another secret was “give more than you take.” What does this mean?
 - You also talked to these people over sixty about how they felt about dying-what did you learn?
 - In the epilogue to the book you wrote about how these interviews changed your life? How so? What is the most important change you have made in your life based on this work?
 - Work is an important part of people’s lives, what role did work play in finding happiness? What were the career lessons you learned talking to these people?

Thank you.