

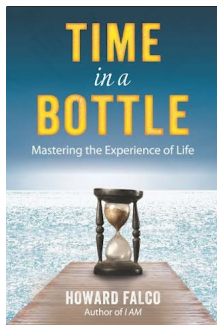
Get to Know Phoenix Author Howard Falco

Written by Lindsey Clinkingbeard

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Howard Falco is a renowned author, self-empowerment expert, and spiritual teacher who specializes in the power of the mind as it relates to the creation of the experience of life. Here, AFM interviews Phoenix-based Falco about his upcoming book release, and how each of us can master the experience of our own lives.



AFM: Tell us about yourself. Where are you from?

HF: I grew up in Chicago, but living in the cold for so long I knew I would want a change. When my family and I took a trip to the west coast, I was drawn to this area and knew I would be back someday. I decided to attend Arizona State University, where I majored in finance, and have resided in Phoenix ever since.

AFM: Your first book, *I Am: The Power of Discovering Who You Really Are*, was influenced by an enlightenment that you experienced in the midst of your everyday life. Tell us more about that transition.

HF: I was 35 years old and working in a career in the financial world. I was married to my wife, and we had already had our two children. It was at this point in my life that I had a shift in my understanding of the world and how we create our own lives. This inspired my work for *I Am*, in which I discuss the journey each of us has in learning our own way to eternal peace, happiness, and fulfillment.

AFM: What inspired your work for your next upcoming book, *Time in a Bottle: Mastering the Experience of Life*?

HF: In this book, I expand on my teachings from my first book. I dive into the understanding of the nature of time, and how each of us can control our own experience of life if we understand a different perspective. I try to show readers how changing their view of time will lead to their own empowerment in order to realize their greatest hopes and dreams.

AFM: This knowledge seems very important to you.

HF: It is. My intention is not only to honor this knowledge, but I am dedicated to sharing it with whoever is open to listening. This knowledge occurred to me in the middle of an ordinary life, and this new insight is focuses on the creative power inside of each of us. Empowering ourselves gives us strength to take on a challenge, and open up new possibilities in our lives.

AFM: What type of coaching do you do?

HF: I work as a life coach. I have helped CEO's, athletes in the NHL or the MLB, professional and college level golfers, and most importantly regular people. Everyone has the ability to push the edge of their limitations to create newness. I try and help with the breakthrough. One of my clients who went public about our life coaching lessons was a pitcher for the Tampa Bay Rays, and he announced his work with me before

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dedication his successful season to the work he learned from my first book. These teachings are meant to be shared, and I think I have created an piece that is revolutionary in the sense of how this knowledge is presented.

Time in a Bottle will be coming out on May 1. Don't miss Falco's upcoming speaking engagements and book signings by visiting his Web site howardfalco.com for a complete schedule.