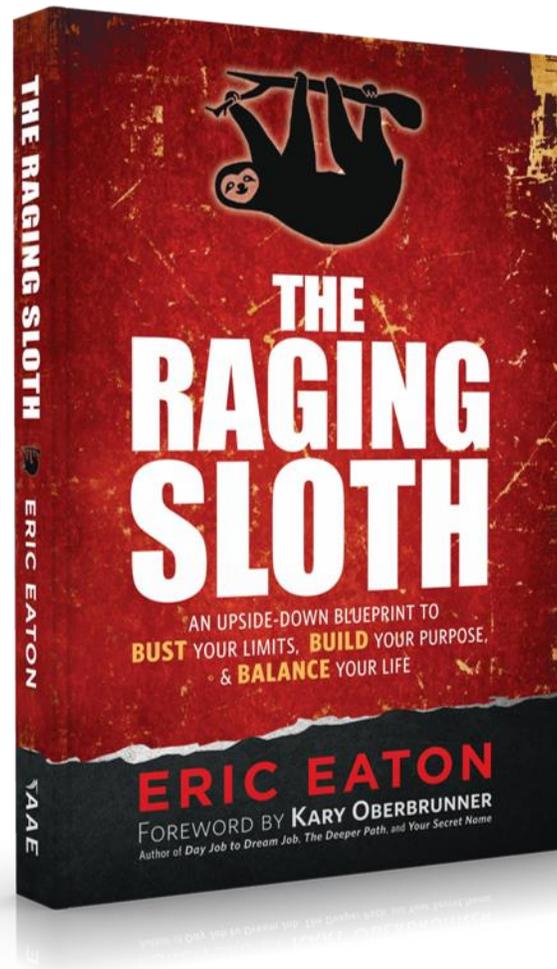


THE RAGING SLOTH



Live an **extraordinary** life in the midst of **overwhelming** challenges!

MEDIA KIT

What you need to know
to sound like you've read the book

THE RAGING SLOTH



I'm always excited to have the opportunity to help people raise their impact. I am comfortable adjusting on the fly, but a little preparation always helps. I know you are busy. It would be great if you read the book, but I don't expect you to. This is why I created a media kit with interactive links, benefits from the book, bullet points, interesting facts, and summaries.

I know you are great at what you do—with this kit—I hope to help your greatness shine through.

When I am doing our interview, it will command my full attention. I want you to look like a hero and deliver great value to your audience. I am excited for the opportunity to serve you and your audience. I know that if I do my job well, your audience will feel valued, and they'll be naturally interested in the book.

I've created this media kit to make your job easier. If you need anything else, please email me. I can't wait for our conversation.

Eric Eaton

Eric@EricPEaton.com

When the interview posts, please send me all the relevant links. I'd love to send my traffic your way.

SUMMARY



Everybody wants to achieve success in their lives both personally and professionally. But how do you achieve success when you live with a daily limitation?

Your limitation can affect every part of your life

Most people want to rise above the pain and challenges in their lives. But they have never been given the right tools or pathway to find success on their terms.

Author, speaker, and leader Eric Eaton shows readers a pathway to bust their limitation, define success for themselves, and live an abundant life.

Eric distilled decades of personal and professional lessons into a proven plan to alleviate guilt and frustration in achieving their goals. They'll discover how to:

- Identify their limitation and how it impacts their life.
- Why they must engage their limitation to achieve success?
- How to define success on their terms?
- Finding the perfect environment to be successful
- Importance of discovering your danger zone and addressing it appropriately
- How to create a realistic and productive life plan which incorporates their limitation to avoid frustration, guilt and a lack of productivity.

Blending a mix of stories, research and personal experience, Eric shares a plan for life that will guide readers to create an abundant life on their terms to achieve their desired success regardless of their circumstances.

ABOUT THE AUTHOR



Eric is the author of *The Raging Sloth* and his desire is to help people prosper despite their own unique pain. Through his writing, speaking, and coaching he helps people realize they are not alone in their struggles. He provides a path to live an extraordinary life regardless of your circumstances by learning to live upside down.

Eric earned his degree from Baylor University. He worked several years consulting for business and leadership development. Eric then switched careers and served eight years as a Senior Pastor in Colorado. Thinking the time was right he jumped back into the business world, only to realize he could not keep up the pace with his peers.

Eric started out early in his career blazing a quick trail of success as a consultant. But was sidelined by a hip reconstruction surgery which left him in chronic pain at age 27. Eric attempted to continue his life as normal with his family, in consulting, and as a senior pastor. But after many failures realized he could not live life like everyone else. But could still live an abundantly crazy life if he learned to live upside down on his terms.

Eric wants to show everyone who lives with a limitation their life has meaning and purpose. Through his speaking, coaching, and writing he is committed to helping people find their own path to a better adventure. Eric and his wife Erica live in the mountains of Colorado and are blessed with 3 awesome teenagers.



WHY READ NOW?

1. It is time to own your inner **Raging Sloth!**

- The circumstances of life do not always turn out as planned.
- How do you create a life of abundance when your lion heart is trapped in a sloth's body?
- There are very few guidebooks or plans to live in this world when living with a daily limitation.
- *The Raging Sloth* provides a plan to live your life as extraordinarily as possible in the face of those limitations.



WHY READ NOW?

2. Discover How to **Bust Your Limits**

- Understanding the predicament between your lifelong dreams and your current reality.
- Engaging your limitation and understanding how it has been affecting your life as a first step toward success.
- How denying your limitation is a roadblock toward living an abundant life?
- Why your need to live an upside down life is the only right way to live your life?



WHY READ NOW?

3. How do you **Build Your Purpose in life**

- Understanding how to define success on your terms. The definition of success is “the accomplishment of one’s goals.” How can you define specific goals and then execute against by building in your limitation as a part of how you will accomplish your goals.
- Learning more about your passions and the habitat which is most suited for you.
- Why having a fellowship around you will be key to your success?
- Learning to be flexible with your limitation and giving yourself grace during difficult times.
- How to eliminate excuses from your life by building success on your terms?



WHY READ NOW?

4. The Importance of *Balance* in Your Life

- Why balance is important and what parts of your life you need to keep in balance?
- Discovering why play is important in your life if you are living with a limitation.
- The reasons you need to think long term with your plan and not simply live in the moment.



WHY READ NOW?

5. Discover how to live and Upside-Down Life

- Now that you have the plan it is time to live the upside down life.
- How you can transform into the Raging Sloth to live life on your terms.
- Living life on your terms is your best chance to live a successful balanced life.

THE UPSIDE DOWN BLUEPRINT



Introduction – The Raging Sloth

Part 1: Bust Your Limits – *Getting Off the Ground*

The Sloth's Predicament

Being Comfortable in Your Own Skin

Life Getting Turned Upside Down

The Disrupting Obstacles in our Journey

Denying Your Limitations

Living Like Nothing Is Wrong

Part 2: Build Your Purpose – *Making The Climb*

Step One: Engaging Your Limitation

Confronting Your Obstacle to Gain Success

Step Two: Defining Success

Defining Success On Your Terms

Step Three: Knowing Your Passions

The Pitfalls and Promises Behind Your Passions

Step Four: Adjusting Your Habitat

Finding Your Way Back Home

Step Five: The Fellowship of the Raging Sloth

Building Community for Your Journey

Step Six: Entering The Danger Zone

Taking Intentional Risks

Step Seven: Shifting Weight

Learning to Be Flexible and Giving Yourself Grace

Step Eight: Owning Your Inner Raging Sloth

Becoming the Best You

Step Nine: Eliminating Excuses

Never Having to Say "I'm Sorry"

Part 3: Balance Your Life – *Life in The Tree*

The Balance of the Sloth

Achieving Effective Balance in Life

The Serious Business of Play

Resurrecting Your Fun Side

A True Raging Sloth

Committing to Working Hard

A Life Long Raging Sloth

Thinking Long Term

Conclusion – Living an Upside Down Life

INTERVIEW TOPICS/FOCUS



Don't let your limitations own you, own your limitations.

(Bust Your Limits – “Getting Off the Ground”)

In our interview we can talk about...

We all have challenges in life, some of our limitations we neither asked for nor wanted. But they are in our lives and have changed every aspect of our lives. We can either choose to lay down and let life happen to us, or we can engage our limitation head on. If we never take the time to fully understand how our limitation affects our life, career, and relationships then we will never be able to fully make the necessary adjustments to live a successful life.

Book excerpt:

For those of us with obstacles in our way, it is very important that we not only know and understand our limits but that we work within those limits. If you are going to change and become an efficient Raging Sloth, then you must be committed to knowing yourself better.

The obstacles you face in life can come in many forms and can become major obstacles very quickly. The limitations can include: having physical pain, physical limitations, lack of energy, emotional stress, or mental limitations, being a parent of a special needs child, or simply not having a type A personality.

Your limitation can be anything placed upon you that you neither asked for nor wanted, whether through unforeseen circumstances, and you have no choice but to deal with it directly.

When you deny or ignore your limitations, you are creating massive problems for yourself that you may not be fully aware of. There will be confusion on your work choice, your relationships, and your life in general, which will result in you lying on the floor in the fetal position, a blubbering mess. This occurs because you are walking down a path you are incapable of living, in pursuit of a life that denies your limitation.

When you do not know yourself, when you have not taken the time to really review your life from an introspective standpoint and be honest about what you see, you will begin a false journey.

A false journey is taking an adventure or pathway meant for someone else. The road looks appealing at the onset but will eventually create confusion and frustration.

Understanding the right tools to find your purpose and climb back into your habitat. (Build Your Purpose - “Making the Climb”)

In our interview we can talk about...

Many individuals who live with chronic pain or other types of limitation simply do not know how to live an extraordinary life with such a burden. We are only taught how to live a successful adventure when we are whole. *The Raging Sloth* provides practical steps to follow in order to understand your limitation, find your purpose, habitat, and passion. Build a life plan where you incorporate your limitation to eliminate guilt and frustration. How can you create life where you can eliminate excuses? When you find your purpose in life understand your limitation it allows you live an upside-down life on your terms.

Book Excerpt:

I had to change my question from “When will this go away?” to “How do I embrace my limitation?” This is not an easy process or endeavor, but I knew it was paramount to breaking through to my success

What you eventually have to come to terms with is the fact that your limitation may be the very experience in which you find your purpose. The very circumstance that makes you want to hide and that you believe has ruined your life may be the next door that is opening in your life. While one reality may have been eliminated when your obstacle appeared, another—and greater—reality may take its place

You have a limitation that will not be healed, taken away, or changed. Your obstacle is not something you simply overcome, leave behind, and never see again. Your limitation is a part of your life, whether you like it not, and you cannot move forward unless you engage your limitation head-on.

While you cannot overcome your obstacle, you can overcome the circumstances of your obstacle. You do not have to live the life of a victim. You can learn to thrive in life instead of surviving. You can take charge of your life and live it extraordinarily.

If your life is out of balance you will eventually fall back to the ground.

(Balance Your Life - “Life in the Tree”)

In our interview we can talk about...

When you live with a limitation it is more important than the average person to maintain balance in your life. You need to understand all the priorities in your life, manage them appropriately and live them out effectively. You need to balance your life appropriately because you never know when the pain will become overwhelming, by maintaining proper balance you are give yourself the ability adjust more efficiently.

Book Excerpts:

Part of becoming a Raging Sloth is being able to achieve balance, even when given less abilities compared to others, in order to keep all parts of life in perfect harmony. I’m not completely sure if *balance* is the right word here because achieving perfect balance is almost impossible. But anyway, now that you have figured out how to live upside-down, you need to learn how to effectively maintain this lifestyle.

When you have to balance work, home, hobbies, children, spouses, finances, friends, church, community activities, children’s activities, and anything else you have in your life, it resembles attempting to spin plates on a pole.

You have probably seen circus performers, or street acts, spinning plates on fifteen poles sticking up out of the ground. For a brief while, these plate spinners run up and down the line of poles getting the plates balanced and spinning. Once they get to the point where all the plates are spinning at one time, the plate spinners take a ceremonious bow.

What happens when you stop spinning a plate? It falls and shatters. This is what the balancing act looks like in our own lives. No one really wants their work, marriage, finances, friendships, or children to crash. But unless you are putting enough energy into each plate, they will certainly falter and begin to topple.

This is where the balance comes in. For the most part we put our energy wherever it is most needed at the time. We automatically rush to the plate that is beginning to topple. We dump a tremendous amount of energy into the wobbling plate, furiously attempting to get it back spinning. Then we take a look around to see if another plate is about to fall.

Maintaining Your Life in the Tree.

(The Raging Sloth - Living Your Life Upside Down...)

In our interview we can talk about...

What does it really look like to live life upside-down? Why will we be tempted to go back to right-side living and how can we ensure we keep our focus in our pursuits.

Book Excerpt:

As humans, we all struggle with identity and the questions of, “Do I have what it takes?” and “Am I good enough?” We always want to know we are good enough to get the job done.

When you are living with a limitation, this question gets amplified because you always have the other question of “what if?” in the back of your mind. What if I did not have to live with chronic pain? What if (fill in the blank) had not happened to me? What if I had more energy?

These questions can haunt us, and more importantly, they will distract us from our designated path. These types of questions will make you want to live life like everyone else, which is impossible. Your life will never be happy, complete, or successful as long as you are attempting to live your life right-side up.

Let’s change the questions floating around in your head to reflect a new attitude. What if I live life to its fullest? What if I engage my limitation head-on? What if I do live my life upside-down? Remember, you are the hero, and it is time to change the narrative.



SAMPLE INTERVIEW QUESTIONS

1. Why did you write the book?
2. What is a Raging Sloth?
3. Where did the idea of *The Raging Sloth* come from?
4. Why do people need to bust their limits?
5. What is the first key strategy to becoming a Raging Sloth?
6. You say everyone wants to be successful, what do you mean?
7. You talk about finding your purpose, why do people with limitations need to find their purpose?
8. You talk about the importance of play in the book, why is play important in our lives?
9. What are a couple of benefits someone would gain from reading *The Raging Sloth*?
10. What in your experience as a husband, father, coach, and business leader have you found to lead to significant improvement in living the life of a Raging Sloth?



NEXT STEPS FOR YOUR AUDIENCE

Some of your listeners may want to learn more about The Raging Sloth. (More info about what a person can do next in an interview)

(Note this is not an embedded video. Click here to view via Vimeo)

<https://vimeo.com/161551391>

Launch Date: June 28, 2016



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