



New Book Features 10 Life Lessons from Superman™

How a flesh-and-blood Super Hero changed one executive's outlook.

Monmouth County, NJ ([PRWEB](#)) June 21, 2006 -- Perhaps it's not surprising that "Ten Life and Leadership Lessons I Learned from Superman" (and, How They Changed My Life Forever) is the chapter that NJ-based executive Eric Taylor contributed to a new book titled "101 Great Ways to Improve Your Life." The book was released in late May. On June 22, Mr. Taylor will host a book signing in The Atlantic Club at 1094 Atlantic Avenue in Manasquan beginning at noon.

Here's the background: After his devastating accident, Christopher Reeve, the actor well known for his portrayal of Superman, was passionate about sharing the hard-won understanding of the lessons he and his late wife, Dana, acquired during their journey through life. Few were more affected than Mr. Taylor who, in 2004, had arranged for the wheelchair-bound Superman to deliver his message of hope and inspiration to a gathering at BlueClaws Stadium. Ten days later Chris died.

For more information about the book signing, please call 877-723-7893 or click to www.EmpowermentGroup.com. People can contact the Atlantic Club at 732-223-2100.

"I think about some part of the Superman life lessons every day," said Mr. Taylor, who is the Chief Transformation Strategist of the Empowerment Group. "And each time I take away some new insight. With this book I hope to share with many more people my understanding of the Chris' belief in each person's enormous potential."

Taylor and Superman will be in good company. The book was edited by David Riklan. Also included is wisdom from such other world class experts as Les Brown, Leo Buscaglia, Barbara DeAngelis, Wayne Dyer, Tony Robbins and Laura Schlessinger.

Guests at the book signing are also invited to make a donation to the Christopher Reeve Foundation (CRF) and receive a set of CRF tags embossed with the famous

Superman logo and the "Go Forward" motto. Celebrities such as Robin Williams, Ray Romano, Catherine Zeta-Jones, Diane Sawyer and Wilmer Valderrama have been sighted wearing the tags.

Each set includes two tags, one on a chain and one on a clip. The sale of tags at the signing will go to support the important and ongoing work performed by the Foundation.

"The lives led by the late Christopher and Dana Reeve and the legacy they left inspires me each time I think about their personal courage," said Pat Laus, owner and founder of The Atlantic Club. "We are honored to host the book signing and invite the public to join with us in supporting the CRF. Their 'Go Forward' motto very much reflects our mission and philosophy as well."

About the Empowerment Group

Eric Taylor created the Empowerment Group in 1998 to assist individuals who are ready to take responsibility and make their lives more fulfilling. With a team of experts, he has developed a multi-faceted approach to self growth, personal development and achievement. The program includes PowerTalks Seminars and PowerUp!



Workshops as well as the 12-module, Best Year Ever strategy for success. The company also provides sales training and management/employee motivation programs to corporations and organizations. For an overview of the company and its areas of expertise as well as services and products, visit the firm's web site at www.EmpowermentGroup.com or call 877-723-7893.

About The Atlantic Club

The Atlantic Club, with locations in Red Bank and Manasquan, is the premier health, education and lifestyle center on the East Coast. Each facility provides a standard of excellence in delivering the optimal health tools that allow members to live healthier, physically active and fuller lives. For more information about the Club and its facilities, classes, services, or to arrange a visit, please visit www.theatlanticclub.com or call 732-223-2100.

Here are the "10 Life Lessons from Superman" (without the Eric Taylor's interpretations which are published in 101 Great Ways to Change Your Life):

Empower yourself first,

Refuse absolutes,

Become a respected and feared competitor,

Get moving as soon as possible,

You have more talent and gifts than you realize,

Give yourself a chance,

Nothing is Impossible,

Ignore your own feelings of inadequacy,

Negativity kills empowerment, and

Giving up is not an option.

Contact:

Bob Rinklin, Essential Communications

973-509-3431 or 973-768-2425

Note: Superman™ is copyright of DC Comics.

#



Contact Information

Robert Rinklin

Essential Communications

<http://www.EmpowermentGroup.com>

973-509-3431

Online Web 2.0 Version

You can read the online version of this press release [here](#).