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212°

At 211 degrees, water is hot.

At 212 degrees, it boils.

212°

And with boiling water,
comes steam.

And with steam,
you can power a train.

One degree.

Applying one extra degree of temperature to water means the difference between something that is simply very hot and something that generates enough force to power a machine - a beautifully uncomplicated metaphor that ideally should feed our every endeavor - consistently pushing us to make the extra effort in every task, action and effort we undertake. Two-twelve serves as a forceful drill sergeant with its motivating and focused message while adhering to a scientific law - a natural law. It reminds us that seemingly small things can make tremendous differences. So simple is the analogy, that you can stop reading right now, walk away with the opening thought firmly planted in your mind and benefit from it for the rest of your life.

212°

That's the purpose of this book - to help you internally define and **take ownership** of the most fundamental principle behind achieving life results beyond your expectations - a simple idea with a singular focus - an actionable focus.

Two-twelve.

It's this dramatic - three numbers joined together to form one, crystallizing a message that **absolutely assures** life altering positive results for those who choose to apply it.

212

Still looking for the “silver bullet” or “quick fix”
to achieving great results?

Stop.

Reams of material are written and taught with an approach to reaching an end by close to effortless means - and more will be written. Advertising messages continually promote methods of achieving end results with little or no effort. And this material and these messages are so effective that in many cases people will **work harder** to avoid the extra effort than actually applying the extra effort that will produce the originally desired outcome.

Great material with **solid** approaches to results have also been created and taught. Unfortunately, **action** on the part of the reader/ student in so many cases is the missing ingredient. And for those individuals who **do** take action, there are even a smaller number who make the **extra effort** necessary to reach the desired results that were originally set to achieve. Books are purchased, programs are attended and clubs are joined with wonderful intentions of putting forth the effort to achieve - only to end in another block of time invested half-heartedly with appropriately corresponding results. Why?

Why do you enter into any activity with anything but a **commitment** to achieve your objective of that activity - not a desire to achieve your objective, but a commitment?

212°

212 is not only a message of action - it's a message of **persistent** and **additional action** - the continual application of **heat** (effort) to whatever task or activity you undertake in order to achieve not only the primary objective you seek, but to reap the **exponential** rewards that are possible by applying one extra degree of effort.

Illustrated in the following pages are examples and thoughts that should help you further understand and remind you of the exponentially different results that are possible by applying one extra degree of effort.