

BESTSELLING AUTHOR

Media Kit: Lennox Cornwall

THE BOOK

Embracing Failure: Your Key to Success

Author Bio

Author Lennox Cornwall, a former City of London banker, sales leader and now entrepreneur, speaker and transformational coach, knows what it's like to lose everything and start over. After the devastating failure of his first business, Lennox began to study the science of success, and quickly discovered that all credible sources, writing and speaking on the subject from experience, had themselves failed – at least once! From this, he realized that success, far from being the final nail in the coffin of his own desire for success was, in fact, just the springboard he needed for success. He says that by harnessing the power in failure, we can all transform our relationships, our businesses, our health, and our very lives. In *Embracing Failure: Your Key to Success*, Lennox candidly shares the dark place he visited before rising from the ashes into the light of success. More importantly, he shares exactly how we can do the same for ourselves.

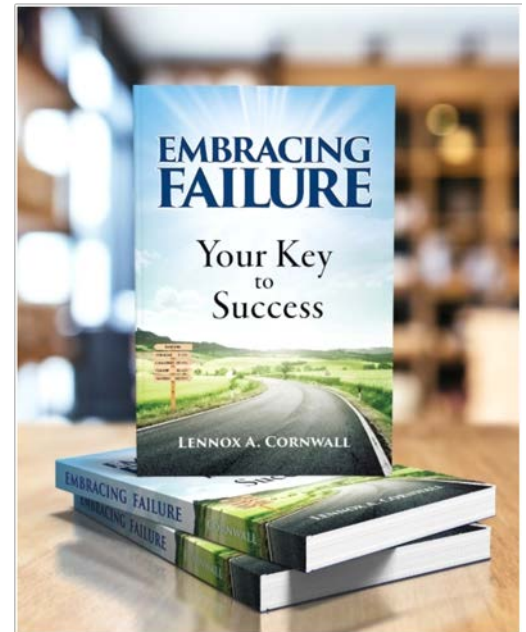
About the Book

International bestseller, *Embracing Failure: Your Key to Success* has been written for and endorsed by entrepreneurs, sales leaders and corporate executives, and received rave reviews from media outlets including *The Small Business Advocate*, *CBS* and *This Morning America's First News*.

Embracing Failure: Your Key to Success offers an effective way to overcome any failure and, so, propel you and your business onto sustained success. The key is to see failure in a different light; a light so unique that it has not been considered before. The light to behold is embracing failure as the acronym **F.A.I.L.U.R.E.**

FRUITFUL **A**ND **I**NFORMATIVE **L**ESSON **U**RGING
RENEWED **E**FFORT.

Facing the taboo subject of failure is a critical part of success. The author's holistic approach combines the spiritual and material components of success to reframe failure as a positive force making success inevitable if the book's advice is followed.



MISSION

As an author, speaker and transformational coach, Cornwall's mission is to help others embrace life by embracing the failure – imagined or real – that they most fear.



TESTIMONIALS INCLUDE:

"We have been broadcasting our program since 2012 and yours was one of the most informative ever—great job!"

— Roy Richards, *Middle Age Can Be Your Best Age Show*

"You did a super job, and I know we gave hope to many people with our encouragement."

— Mary Jane Popp, *POPPOFF Radio Show*

MEDIA APPEARANCES INCLUDE:

SHOW/STATION

- WPHT, Philadelphia PA: CBS Radio Network
- This Morning: America's First News
- WTMJ, Milwaukee WI
- KDKA, Pittsburgh PA: CBS Radio Network
- Small Business Advocate
- The Frankie Boyer Show
- The Maggie Linton Show
- KSL, Salt Lake City UT
- Talk of Connecticut
- WSBA, Harrisburg PA
- WBMX-FM, Boston MA
- KGO, San Fran CA
- WRVA, Richmond VA
- KOA, Denver CO
- KFNN, Phoenix AZ
- Talk of Connecticut
- KGW, Seattle WA
- Something You Should Know
- WDEL, Wilmington DE
- WGN Radio, Chicago, IL
- POPPOFF Radio Show
- Middle Age Can Be Your Best

CONTACT INFORMATION

Mailing: Lennox Cornwall, 469 Pioneer Trail, Great Cacapon, WV 25422.

Email: Lennox@LennoxCornwall.com

Phone: (304) 702-7399

Website: www.LennoxCornwall.com

Facebook: @LennoxCornwallAuthor



HOST

- Matt Ray
- Jennifer Kushink
- Derrell Connor
- Larry Richert & John Shumway
- Jim Blasingame
- Frankie Boyer
- Maggie Linton
- Brian Martin
- Brad Davis
- Gary Sutton
- Mike Mullaney
- Maureen Langan
- Jimmy Barrett
- Steffan & April
- Ken Morgan & Mark Asher
- Ed Oliveira
- Michelle Mendoza
- Mike Carruthers
- Allan Loudell
- Mason Vera Paine
- Mary Jane Popp
- Roy Richards

TOPICS

Freeing Small Business owners from the tyranny of being owned by their business

Why small businesses fail & how to prevent it

F.A.I.L.U.R.E. as a:

Fruitful And Informative Lesson Urging Renewed Effort



POTENTIAL INTERVIEW QUESTIONS

1. What is this book about?
2. There are many self-help and success books out there; what makes this one different?
3. What makes you qualified to write it?
4. What steps would you recommend to turn someone's life around?
5. What habits prevent us from succeeding?
6. What is failure?
7. Why should we embrace failure?
8. Is it true that we learn more from our failures than our successes?
9. You say some business owners self-sabotage; why is that?
10. Why do we take losses so hard?
11. After a loss people are afraid to try again; is this fear an appropriate response?
12. What are some things we should take into consideration about a new opportunity?
13. How do we know when we're over analyzing ourselves?
14. Why is it that we always remember our losses, but not our wins?
15. When you know you are losing; is it ever OK to bow out gracefully and just give up?
16. How do you overcome limitations and turn them into wins?
17. If a person does not learn from their losses; does that mean they are stuck in a rut or a sign of depression?
18. When does it start to become unhealthy reliving a loss?
19. What can I do, not to come off as a sore loser?
20. If people can only buy one book this year, why should it be yours?

