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For Immediate Release

# **The Five Secrets You Must Discover Before You Die**

## **By John Izzo, Ph.D.**

*As Seen on Public Television*

What makes life worth living? How can we live in a meaningful and joyous way? Must we fear death? Dr. John Izzo has grappled with these issues throughout his life, as a child, then as a minister, and later as a business consultant, speaker, and author of several bestselling books that touched on these questions. His quest continues with his latest, and possibly most compelling work, *The Five Secrets You Must Discover Before You Die*, which is based on his five-hour television series of the same name, airing on many PBS stations beginning in November 2007.

Driven by his own need to answer these questions as he approached his fiftieth birthday, Izzo asked several thousand people to identify the “wisest” person they knew – someone who had lived a long life and found happiness. Based on their responses, Izzo identified 235 “wise elders,” men and women ages sixty to 108, including a town barber, a real estate broker, a native chief, a Holocaust survivor, writers, business executives, and many others. He asked them how and why. What mattered most to them? What was the best advice they had ever received? What really brought them happiness? What did they wish they had learned earlier?

Izzo then performed the monumental feat of distilling these insights. He found common threads, patterns that seemed to account for each person’s happiness. He calls them “The Five Secrets You Need To Know Before You Die,” because these insights are so powerful that they’re not just about living well, but about finding such peace that death is no longer a threat.

*The Five Secrets You Must Discover Before You Die* was an incredible undertaking for John Izzo. It changed his life. “Even while the interviews were still in process, I began to find myself changing in small ways,” he writes. “Sometimes I was in tears as people told me about moments of great loss or hurt. Other times I was inspired and moved, and didn’t want the interviews to end.” He goes on to say, “The interviews changed my view of death as well as life. These people taught me that a person who lives wisely will not be afraid to die.”

Perhaps the most important message that Izzo reveals in *The Five Secrets You Must Discover Before You Die* is that it’s never too late to start leading a meaningful and joyful life. Age doesn’t matter. All you need is the knowledge and the will to change *The Five Secrets You Must Discover Before You Die* is the perfect companion for your journey.

*More...*

*"No matter your age, you'll have wished you read this book sooner. Its personal anecdotes and genuine wisdom will capture your heart."*

—Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness*

*"A magically engaging book—lyrical, poetic, and perceptive. Through deeply moving stories from wise elders, John Izzo masterfully unravels the mystery of what it means to live a full and meaningful life. Some of these stories will make you cry, some will make you laugh, some will make you think, but all will move you to examine your own life, and, if you take them to heart, they will change how you live the rest of your years."*

—Jim Kouzes, coauthor of the bestselling, *The Leadership Challenge* and *A Leader's Legacy*

*"The only performance appraisal that really matters is the one that you will fill out on yourself at the end of life. This book will help you get a great score on the one rating that really counts!"*

—Marshall Goldsmith, author of *What Got You Here Won't Get You There*

*"This book is rich with anecdotes and insights that broaden your perspective on life, and deepen your commitment to live up to the very best that you know."*

—Brian Tracy, author of *Flight Plan* and *Eat that Frog!*

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**Dr. John Izzo** is president of The Izzo Group, an international training and consulting firm. Each year he speaks at over 100 corporate and association events—past clients have included the Mayo Clinic, IBM, Sun Microsystems, Kaiser Permanente, and IMAX Corporation. He is the author of *Second Innocence*, the coauthor of *Awakening Corporate Soul* and *Values Shift*, and is the host of a five-hour PBS series, also entitled *The Five Secrets You Must Discover Before You Die*. He is also an ordained Presbyterian minister.

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BK Life titles help people create positive change in their lives and align their lives with their aspirations for a better world. They show people how they can improve their lives in ways that are beneficial for the families, organizations, communities, nations, and world in which they live and work.

***The Five Secrets You Must Discover Before You Die***

**By John Izzo, Ph.D.**

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