

Book Synopsis on

“Can’t Catch Me Coyote”

‘The Story of a Search for Purpose’

by John S. Sproviero & Neil A. Rock

&

“How to Catch a Roadrunner”

‘3 Simple Principles that Can Transform Your Life’

by Neil A. Rock & John S. Sproviero

(Synopsis by Gary Tomlinson)

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The value of having goals has been well documented. We all have dreams and aspirations that we hope to achieve one day. However, it’s also well documented that most of us will not completely commit to achieving our goals unless we write them down. Research has shown that only 3 percent of us will actually take the time to do so. There are a lot of motivational books that will take us through a long and complicated process of setting goals, developing strategies and identifying tactics. Typically we’ll get frustrated and give up. Our dreams end up in the form of an unfinished goal-setting book.

What if there was a simpler method? *How to Catch a Roadrunner* is a book that can truly transform your life! As it says on the back cover, this book will “dispel the myth that complicated, often time-consuming measures are needed to accomplish goals. Actually, a dream and a few minutes each day are all you need. The three principles known as VWV – introduced in part one of the set, *Can’t Catch Me Coyote* – have simplified the process for thousands around the world.”

Women’s Edge had the opportunity to speak with one of the authors, Neil A. Rock, who lives in the Triangle.

W.E.: Your two-book set is a very clever way to educate others on the power and simplicity of goal setting. How did you and John come to write these books?

Neil: I have led workshops all over the country on the VWV model about achieving goals. The response has been tremendous and I’ve received incredible feedback and success stories from people applying this concept to their lives. However, during the workshops, I was often asked about books or resources that contain the motivating stories I talk about. Since none really existed, I organized my own collection of true stories demonstrating the VWV model and realized I had enough material to support both my principles and the model in the form of a book.

After committing to writing the book, I spent some time thinking about how it could be different from the other 500 books out there on goal setting. My good friend, John Sproviero, is an exceptional fiction writer, so I approached him about collaborating on this project. After a round of golf one afternoon, I pitched him the idea and he was immediately onboard. But the question remained as to how we approach the subject in a unique way. He soon thought of a parable that could tell the VWV story in an entertaining way and drive home the VWV concept to the readers. John said, “What if we use a Coyote and a Roadrunner?” I thought, brilliant, we could have the Coyote using the VWV model to catch the Roadrunner! He quickly corrected me, “I’m thinking the Roadrunner uses the VWV model to stay free of the Coyote.” That’s how *Can’t Catch Me Coyote* and *How to Catch a Roadrunner* were born.

W.E.: Why does the VWV model work?

Neil: The VWV model works because it’s simple and exquisitely focused on what is truly important in helping you achieve your goals. The VWV process could not be easier and it is something that can be accomplished within minutes. Close your eyes and *visualize* your future...what you’ll accomplish in the next year, five years or in your lifetime. These are your goals. What makes this work is writing your goals down and most importantly, keeping them visible. On a sticky note in your car, on your bathroom mirror, in a frame on your desk...this list is a constant motivator and reminder of what you are working toward.

The VWV model works for any size goal. People from all over the country have followed the process and shared their successes with me. Their goals are very personal – from teaching a young son to catch a baseball to saving for and buying a vacation home at the beach, writing a novel, learning a new language, starting a new business, running a marathon; the list goes on and on. Life is incredibly busy and hectic for everyone and priorities can change on a dime. Keeping your goals visible puts the focus on you. It’s a great reminder of what you’ve chosen to build your life around and what you want to achieve.

W.E.: Why do you have such passion for this topic?

Neil: I believe many people underachieve and never come close to hitting their real potential because they don’t set goals. Without goals and a plan, you feel out of sync, barely getting by and treading just above water. Or even worse, working someone else’s plan for them! When you have goals you have control. But you have to take time to plan your life. You wouldn’t build a house, take a trip or start a new business without a plan and your life deserves the same attention. Energy and enthusiasm will generate because you are working towards something that’s important to you. I am passionate about helping people find their aim and working towards reaching it. If we have more people driven towards their “aims” then we will have more passionate and productive people in this world.

W.E.: What one key message would you share with our readers?

Neil: See your goals and achieve your dreams! It's three simple steps...if you visualize what you want to accomplish, write it down and keep it visible so that you see it often you will accomplish whatever it is you want in your lifetime.

For more information about Neil A. Rock and John S. Sproviero or to order books, go to www.coyotevision.com.