



“Where the Magic Happens!:
The Science & Stories Behind Challenging Your Comfort Zone.”

By Kevin Corcoran Jr.

(Tradecraft Books, fall 2017; Paperback, ISBN-13: 978-0998169354)

Ready to make 2018 your year? While you may be ready (and able), are you *willing*?

There’s a lot of great advice out there on how to be a successful entrepreneur.

But what about those folks who desperately *want* to be entrepreneurial – but never take the Big Leap?

What holds people back?

Sure, external factors might guide our decision, but the biggest hurdle is internal - psychological.¹²

Ultimately, it’s our own “mind game” that stops us in our tracks.

Enter **Kevin Corcoran Jr.**, author of “Where the Magic Happens!” He says every Big Leap starts out with a simple *Step* – a step out of our comfort zone.

Once a self-described “time introvert,” Kevin is now a TEDx speaker, Communication teacher at San Diego State University and a sought-after consultant for *Apple*, *Sony* and the *American Red Cross*.

So, how did Kevin go from Shy Guy to sought-after Extrovert Expert? The long way.

First, he got lost in the woods in France, then met the Buddha in a dusty old dojo, swam in freezing cold Icelandic water, played piano for a big crowd in San Jose, and eventually he rappelled off a 50-foot ledge, in the middle of a storm, in the California wilderness.

In other words, Kevin stepped out of his comfort zone – and lived to tell about it in his debut book.

¹ <https://www.entrepreneur.com/article/243143>

² <http://www.npr.org/templates/transcript/transcript.php?storyId=477379965>

Fortunately, you don't have to rappel a ledge to learn the secrets to making the entrepreneurial leap. "Where the Magic Happens!" delivers them in fun, manageable, scientifically supported steps called:

"COMFORT CHALLENGES"

For example:

1. **Commit an Intentional Act of Kindness** Be front and center – no secret stuff.
2. **Say "Yes!"** Look for, and accept an opportunity you normally wouldn't.
3. **Fly Solo.** Take yourself out . . . on a date! Catch a flick or dine out.
4. **Get a Dose of Nature.** Touch wood and smell the flowers!
5. **Agree to an Adrenaline Rush.** No need to jump out of a plane, there are plenty of ways to get your heart racing. Single? Flirt with a crush. Scared of speed? Risk a rollercoaster ride.

Be ready, willing and able to make 2018 "Where the Magic Happens!"

LINKS:

<http://www.kevincorcoranjr.com>

https://www.amazon.com/Where-Magic-Happens-Science-Challenging/dp/0998169358/ref=sr_1_1?ie=UTF8&qid=1510027107&sr=8-1&keywords=kevin+corcoran

