



THE MAGNETIC LEADER by Chris McClure

MEDIA KIT

WHAT YOU NEED TO KNOW TO SOUND LIKE YOU'VE READ THE BOOK

ABOUT THE MAGNETIC LEADER

**LEADERS WHO ARE ABLE TO BUILD A BETTER FUTURE
ARE DESPERATELY NEEDED IN OUR WORLD TODAY.**

We need more leaders worth following!

**Are you ready to become the kind of leader who draws
people together, brings out their personal best, and creates
truly rare results?**

Global crises produced by countless causes have cried out for our attention. Nations and politicians continually blame or attack each other. Corruption is rampant in public and private sectors. Disengagement levels remain unacceptably high in the workplace. People are weary and skeptical. It's challenging to find a place where people value one another. Leaders are burning out.

There is a solution. There is a better way to lead.

In *The Magnetic Leader*, discover 18 Essential Actions you can practice daily to upgrade your influence and impact. People will follow your lead, become more confident, draw out the best in each other, enjoy healthy relationships, and make a difference!

Leaders who initiate and prioritize these actions help their families, teams, organizations, communities, nations, and world to become better! They become living examples worth following. They attract others to their mission who are highly committed to quality in their work, loyalty in their relationships, and engagement in their unique contributions. In a word, they *become magnetic!*

The Magnetic Leader presents character-reflecting Essential Actions to implement immediately and pursue indefinitely. This is not just a new leadership theory to consider. Author and Coach Chris McClure has intentionally invested in his personal growth as a leader for more than 25 years. Now, he is passing along lessons he's learned so that you too can become part of the solution and multiply Magnetic Leaders with him.

SUMMARY

Title: The Magnetic Leader: 18 Essential Actions of Leaders People Love to Follow

Author: Chris McClure

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ABOUT CHRIS MCCLURE



Chris McClure is an executive leadership coach and author who helps entrepreneurs and executives become leaders people love to follow so they can attract quality team members and keep them engaged. He is the founder of **Lead Life BIG LLC**, a transformational leadership coaching and training company. He and his wife, Jill, are blessed to live with their three amazing kids near Dayton, Ohio.

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Why This Message Is Important

We Desperately Need More High-Quality Leaders

Let's face it. Our world is a mess in so many ways. Corruption, division, social inequality, seem to be ever-growing. In many ways, it feels like we're going backwards and refusing to learn the lessons from the past. John C. Maxwell has shared for years that "everything rises and falls on leadership." If this is true (and I believe it is), then we need to become and develop better leaders who can guide us out of the messes that we're navigating these days.

Strong Leadership Character Is Vital For A Hopeful Future

We've seen evil, corrupt leaders throughout history be successful for a season while acting as tyrants, but those leaders never lasted. They caused the problems that we've had to address throughout the centuries. The only leaders that truly stand the test of time are those who have strong character. The men and women who say "enough is enough!" and are willing to fight injustice, corruption, and evil are the ones who truly attract high-quality people to their teams and do their part to improve society.

People Need To Understand That Anyone Can Learn To Be A Transformational Leader

Too many people believe they aren't leaders or never will be, but the fact is that anyone can become a leader with intentional effort. Personal growth and leadership development are keys to becoming leaders people love to follow. Even if you only lead one person, you are a leader. You may not be a leader in the workplace, but you can be a leader in your family or community. Leadership is needed in all seven spheres of influence—religion, family, education, government, media, entertainment, and business.

Endorsements

“With more than 35 years of experience in developing successful teams, I found *The Magnetic Leader* to be an amazing, realistic, easy to follow guideline to becoming not only an incredible leader but building a strong team to achieve your business goals and mission. Chris McClure has written a fantastic book that I am definitely recommending to our leadership team to develop the 18 Essential Actions within our community.”

— Kellie Lovejoy, Executive Sales Coach and Owner, Dream Dinners

“*The Magnetic Leader* encouraged my leadership development by bringing unique insight towards proven leadership theory. The combination of characteristics gave me new challenges and applications to grow my leadership style. I’m grateful for this book and how it is developing an ecosystem of personal excellence.”

— John McCarthy, Founder & CEO, The Purpose Promise

“Chris is a leader to leaders and the contents of this book confirms why! We all need to work on becoming the leader that others want to follow and are attracted to and this is the guide to get each of us there. I’m a huge fan of Chris McClure’s leadership style and his ability to simplify the process for all of us to use in our daily lives. This is a great book for leaders of every age, young or old.”

— Mary Valloni, Fundraising Coach and Author of “Fundraising Freedom”

“At the heart of every great accomplishment, organization, or cause is a great leader. Yet leaders of this caliber are rare. In this book, Chris gives us a blueprint for becoming an elite leader capable of attracting the right team members and guiding them to success. He challenges each of us to examine ourselves first and serve as a model for others on the way to achieving big goals. This book is full of insight often overlooked in other leadership training.”

— Chris Fulmer, Director, The Golden Vineyard Branding Company

“The 18 Essential Actions found in *The Magnetic Leader* are uniquely presented in a way that is thought provoking and challenging. Chris McClure shared from his heart to help develop leaders. I personally want to be a more Magnetic Leader. This resource is instrumental for both

young and seasoned leaders as they strive to be better, leading from the heart to develop their mission and build their team.”

— Tracy Wells, Independent Beauty Consultant

“If you are a leader who is looking to attract and develop team members to accomplish their mission, *The Magnetic Leader* is your guide. In my 20 years of being an entrepreneur, I’ve never run across a leadership book that is so practical for developing true leadership characteristics. Chris McClure has such incredible insight to help guide you in attracting the type of team members who will accomplish their mission with both passion and purpose.”

— Wendy Erdman, BSN, International Marketing Director, The Juice Plus+ Company

Sample Interview Questions

- Why did you write the book *THE MAGNETIC LEADER*?
- What is the book about?
- Who is this book for?
- Why should they read it?
- You write about 18 Essential Actions leaders should take in the book. Can you tell us about them?
- You include sections at the end of each chapter called “*Jesus, The Ultimate Magnetic Leader*”. Why did you include that in a leadership book that isn’t specifically intended solely for Christian audiences?
- How long have you been studying and practicing the “Essential Actions” you write about in the book?
- How did you arrive at the title?
- What did you learn as you wrote this book?
- What is the benefit for people to actually read this book?
- What are the ways we can connect with you?
- When is the book available?
- Where can our audience get their copy of *THE MAGNETIC LEADER*?

Overview of *The Magnetic Leader*

ESSENTIAL ACTION #1 — MEETS NEEDS

- Meet With People To Discern Needs
- Secure Resources To Match Needs
- Take Action To Fulfill Needs

ESSENTIAL ACTION #2 — ANTICIPATES OPPORTUNITIES

- Open Your Eyes
- Scan Your Environment
- Include Your Team

ESSENTIAL ACTION #3 — GIVES GENEROUSLY

- What Do You Have?
- What Is The Need?
- How Can You Help

ESSENTIAL ACTION #4 — DEMONSTRATES NOBILITY

- Aspire To Greatness
- Excel In Character
- Do What's Right

ESSENTIAL ACTION #5 — PURSUES EXCELLENCE

- Reject Perfectionism
- Demand Quality
- Pursue Improvement

ESSENTIAL ACTION #6 — REMAINS TEACHABLE

- Learn
- Model
- Equip

ESSENTIAL ACTION #7 — TRUSTS INSIGHT

- Understand That Insight Is Not Intuition
- Trust Your Insight—You Know More Than You Think
- Act Accordingly—Respond Like Breathing

ESSENTIAL ACTION #8 — EXPRESSES CREATIVITY

- Understand Your Contribution
- Engage Your Imagination
- Design Your Solution

ESSENTIAL ACTION #9 — LOVES PEOPLE

- What's Love Got To Do With It?
- Love Requires Action
- Love Demonstrates Commitment

ESSENTIAL ACTION #10 — EXUDES ENTHUSIASM

- Spark Your Mind
- Fan Your Flame
- Ignite Your Followers

ESSENTIAL ACTION #11 — EMBRACES ACCOUNTABILITY

- Be A Person Others Can Count On
- Help People Count On Each Other
- Cultivate An Accountability Culture

ESSENTIAL ACTION #12 — DEVELOPS PEOPLE

- See Potential In Yourself And Others
- Commit To People As Your Greatest Asset
- Invest Resources Daily For Future Growth

ESSENTIAL ACTION #13 — EQUIPS CLIMBERS

- Cast Vision For Stepping Up
- Equip For Climbing Up
- Celebrate Reaching New Heights

ESSENTIAL ACTION #14 — PRIORITIZES RELATIONSHIPS

- Build Relationships With Your People
- Foster Relationships Between Your People
- Champion Relationships In Your Organization

ESSENTIAL ACTION #15 — SERVES PURPOSEFULLY

- Give Of Yourself
- For The Benefit Of Others
- For The Sake Of The Mission

ESSENTIAL ACTION #16 — EXEMPLIFIES HUMILITY

- Lowering Yourself Requires Strength
- Ben Down To Lift Others Up
- Gain Respect By Giving Respect

ESSENTIAL ACTION #17 — GUARDS INTEGRITY

- Define And Know Your Value
- Communicate With Words, Demonstrate With Actions
- Advance Your Reputation With Credibility

ESSENTIAL ACTION #18 — PRODUCES RESULTS

- Plant Seeds
- Cultivate Growth
- Yield Results

I commit to making you shine and your audience my focus.

I'm deeply honored by your interest in an interview. I've done many of them. When I'm doing our interview it's the most important thing in the world to me. I'm committed to making you the hero and your audience the focus. I'm here to serve you, not the other way around. I know if I do my job well your audience will feel valued and interested in these topics:

- That anyone can become a leader people love to follow
- That there are essential actions that make some leaders more attractive than others to potential followers, customers, and clients
- That there is a better way to lead than we currently see in our world today

I've created this media kit to make your job easier. If you need anything else, please email me: chris@mcclurecoaching.com or call/text me: (770) 715-8280.

When I'm interviewed by the media, I often point my audience back to our interview. This coverage includes my social media accounts and email list.

THANKS FOR YOUR INTEREST. I LOOK FORWARD TO CONNECTING.