212°
the extra degree

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At 211 degrees, water is hot.

At 212 degrees, it boils.
And with boiling water, comes steam.

And steam can power a locomotive.

Raising the temperature of water by one extra degree means the difference between something that is simply very hot and something that generates enough force to power a machine — a beautiful, uncomplicated metaphor that ideally should feed our every endeavor — consistently pushing us to make the extra effort in every task we undertake. 212˚ serves as a forceful drill sergeant with its motivating and focused message while adhering to a scientific law — a natural law. It reminds us that seemingly small things can make tremendous differences. So simple is the analogy that you can stop reading right now, walk away with the opening thought firmly planted in your mind, and benefit from it for the rest of your life.
That’s the purpose of this book – to help you internally define and take ownership of the most fundamental principle behind achieving life results beyond your expectations – a simple idea with a singular focus – an actionable focus.

It’s this dramatic – three numbers joined together to form one, crystallizing a message that absolutely assures life-altering, positive results for those who choose to apply it.

Still looking for the “silver bullet” or “quick fix” to achieving great results?

Reams of material are written and taught with an approach to reaching an end by close to effortless means – and more will be written. Advertising messages continually promote methods of achieving end results with little or no effort. And this material and these messages are so effective that in many cases people will work harder to avoid the extra effort than to actually apply the effort that will produce the originally desired outcome.
Great materials with solid approaches to results have also been created and taught. Unfortunately, action on the part of the reader/student in so many cases is the missing ingredient. And for those individuals who do take action, there are even a smaller number who make the extra effort necessary to reach the desired results that were originally set to be achieved. Books are purchased, programs are attended, and clubs are joined with wonderful intentions of putting forth the effort to achieve – only to end in another block of time invested half-heartedly with appropriately corresponding results.
Why do you enter into any activity with anything but a commitment to achieve your objective of that activity — not a desire to achieve your objective, but a commitment?

212° is not only a message of action — it’s a message of persistent and additional action — the continual application of heat (effort) to whatever task or activity you undertake in order to achieve not only the primary objective you seek, but to reap the exponential rewards that are possible by applying one extra degree of effort.
How many opportunities have you missed because you were not aware of the possibilities that would occur if you applied a small amount of effort beyond what you normally do?

People develop personal habits toward action and rarely attempt to develop them further and continually. Unless someone engages in frequent self-review or an external source (a friend, a book, a manager, a spouse, a parent, an article, etc.) brings something to one’s attention, a person will continue throughout life making very small improvements if any at all.

Now you’re aware of “212˚ – the extra degree.” No longer will you be able to do only what is required of you and only what is expected of you. Because with this awareness comes responsibility – to yourself and to others. And, again...

You are now aware.
You now have a target for everything you do...

212°

You may not always be able to turn up the heat and hit the boiling point, but that doesn’t mean you shouldn’t make the attempt. It’s what you’d advise others to do and it’s what we should teach our children.

211° can serve a purpose but 212° is the extra degree – the extra degree that will bring exponential results – exponential results to you and those you touch throughout your days.

There are no real secrets to success. Success in anything has one fundamental aspect – effort. To achieve exponential results requires additional effort. Take your courses. Read your books. Listen to your tapes. But take action. Take action with commitment. Then, when you’re ready for exponential results, apply the extra effort. Sometimes you’ll have immediate exponential results and sometimes you’ll realize the benefits of your extra effort much farther down the road. Regardless, in many cases, it may only be that one extra push that gets you ten times the results you were attempting to originally obtain.

Pace your expectations and operate at your new target.
At 211 degrees, water is hot.

At 212 degrees, it boils.

And with boiling water, comes steam.

And steam can power a locomotive.

It’s your life.

You are responsible for your results.

It’s time to turn up the heat.

From this day forward, commit to operating at 212° in everything you do. Etch it into your thinking – into your being. Apply it to your actions. It guarantees to increase your results positively and, in so many cases, increase your results exponentially.