



# C.C. Chapman

## Living an Amazing Life



LIVE - Thursday, May 16, 2013  
9:00 a.m. Los Angeles | 12:00 p.m. New York  
5:00 p.m. London | 6:00 p.m. Paris

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INTERVIEW SERIES

With Yours Hosts  
**Ryan Mickley & William Arruda**



**C.C. Chapman** is a Boston based storyteller, explorer and humanitarian. He is a marketing professional and highly sought after keynote speaker. His first book *Content Rules* was released in 2010 and has gone on to be an International bestseller. C.C.'s newest book, *Amazing Things Will Happen*, came out this winter and is already a hit with people who want a happier and more successful life. C.C. is a graduate of Bentley University and the Founder of The Cleon Foundation.

*An advocate of C.C. Chapman:* "You'd be hard-pressed to find a more multi-faceted or enthusiastic creative/strategic partner in the marketing and content creation fields. This greatly hails from C.C.'s unstoppable combination of marketing experience and savvy (which a great many professionals claim to have), and incalculably valuable "on the ground" knowledge and insight as an influential content creator himself (which a great many professionals do not)."

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## **AGENDA | TOPICS**

1. Why the change to a motivational book after the huge success of Content Rules? What was this transition like?
2. Which content marketing rules reflect the advice you give in your newest book, Amazing Things Will Happen?
3. How does content marketing help someone develop and strengthen their personal brand?
4. What is the first step that someone must do in order to live a happier and more successful life?
5. What are your favorite examples or exercises from the book?
6. Why is it important for everyone (small to large businesses and individuals) to give back and help their community and the greater good?
7. Is it safe to assume that since you wrote Amazing Things Will Happen that you have it all figured out?
8. How have some of your other endeavors (like Managing the Gray podcast and PassionHit.TV) influenced the production of Amazing Things Will Happen?



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# INTERVIEW SERIES

## LINKS

**Buy the Book:** <http://www.cc-chapman.com/amazing-things-will-happen/>

**CC's Blog:** <http://www.cc-chapman.com/>

**The Cleon Foundation:** <http://cleonfoundation.com/>



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