



---

Superior Book Promotions  
1202 Pine Street  
Marquette, MI 49855  
(906) 226-1543  
tyler@marquettefiction.com

---

November 16, 2010

## ***GO!***

### ***How to Think, Speak and ACT to Make Good Things Happen***

**Marilyn Schoeman**

Aviva Publishing (2010)

ISBN: 9780984149797

### **New Book Takes Positive Thinking to New Heights with Green Light Style**

Marilyn Schoeman's new book "*Go! How to Think, Speak and ACT to Make Good Things Happen*" is not just a book about positive thinking. Although it focuses on changing one's thoughts to the positive, Schoeman goes a step farther. She informs us that the power of optimism is overrated because being told to think positive, while a good idea, is not a great idea. It is actually an incomplete thought.

Schoeman takes us the extra step to turn positive thinking into a great idea by explaining that the *Green Light Way* is the answer. *Green Light*® thinking is "optimism squared ( $O^2$ ). *Green Light* ramps up optimism by a conscious choice of the specific language used and ACTION taken." Schoeman uses the metaphor of *Green Light* and Red Light to discuss positive versus negative thinking for multiple situations that remind people to stop and think about whether their thoughts are green or red and then change them to green so they can go forward. Schoeman not only convinces us of the power of positive thinking, thinking the *Green Light Way*, but she provides numerous examples of how to change our thinking in a positive manner and how to change our words to greener phrases.

In her introduction, Schoeman describes how she came to make the *Green Light Way* her life path—beginning with a childhood of adversity because of a sick mother, which left Marilyn in charge of making meals for her father and brothers, as well as extra chores on the family farm. Once her mother was better, Marilyn went off to college, but she would not fully unleash her creativity until when at age forty "I learned (believed) I could think." She used her newly discovered power of thought to go the *Green Light Way*, learning that any problem can be overcome by positive thinking, applying ACTION to it, and creatively thinking outside the box. Far more than just a change in attitude, *Green Light* thinking has allowed Schoeman to help corporations solve their problems from figuring out how to collect and sell cellulose dust to giving seminars in creativity for industries ranging from banking to petroleum.

Schoeman walks us through the nine principles of *Green Light* thinking, which include: "The *Green Light* secret ingredient is ACTION," "*Green Light* thinking elevates the art and skill of asking questions," "*Green Light* style starts with the Ideal Scenario," and "*Green Light* leadership unleashes creativity and fosters innovation." Then Schoeman teaches us how to apply

these principles to our daily lives, both at home and work, in our relationships, in our thoughts about money, and in all aspects of our lives. Throughout, she provides humorous and telling examples from her own and other people's lives about creativity being used to find a *Green Light* way of accomplishing goals, overcoming obstacles, and simply learning to enjoy life in a greener way.

Nor does Schoeman confuse *Green Light* thinking with denying reality. "Denying reality is a turn toward Red. However many Reds are on the plate to address, to Green them up requires seeing reality first. *Green Light* environments make it safer and more likely that people actually see the reality of the current situation, and are able to take action to move things to the Greener end of the scale."

Woody Allen once said, "Eighty percent of success is showing up." Marilyn Schoeman proves that showing up Green is the other twenty percent. Beyond one's personal success, Schoeman believes *Green Light* thinking can expand our possibilities and change the world, removing us from the mountain of Red Light messages to creating a better world where children and everyone can share in a *Green Light* future.

"**Go!** How to Think, Speak and ACT to Make the Good Things Happen" offers practical advice and successful techniques that anyone can learn and put into practice. Already a fan of books such as "The Power of Positive Thinking" and "The Law of Attraction," reading Schoeman's book made me realize that by asking ourselves whether a thought is "Red Light" or "*Green Light*" we can quickly change how we think and feel about an issue, which then allows us to "go" rather than "stop" so we can move toward relief, success, and happiness. I guarantee that after reading this book, every time you see the color green, you will be reminded to "Go the *Green Light Way*," and you will have Marilyn Schoeman to thank.

— Tyler R. Tichelaar, Ph.D., and author of the award-winning *Narrow Lives*