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Introduction

I started Successories in 1988. The concept was simple... combine images with words to bring ideas to life. The excerpt from Vince Lombardi's famous speech, "What It Takes To Be #1," was our very first product, and today, eighteen years later, it's still going strong. Lombardi was one of my heroes. There is something magic in those 429 words that transcends football. The words, for me, capture the fundamentals of success — in any business, or any life.

That's why I'm so excited about sharing this book with the rest of the world. Combining the words of Lombardi's famous speech with nine inspiring chapters from his son,

Vince Jr., is powerful. And being able to add the rare audio of a Lombardi speech to a corporate audience is a dream come true.

I'm truly honored to be a part of bringing this timeless message to life.

Best Wishes,

A handwritten signature in cursive script, reading "Mac Anderson". The signature is fluid and elegant, with a long horizontal flourish at the end.

Mac Anderson

Founder, Simple Truths and Accessories

