

# IGNITE THE SECRET

FOR IMMEDIATE RELEASE

## Brown Books Releases **IGNITE THE SECRET:** **19 Lessons for Business and Life** by Charles Horton

Entrepreneur, CEO, public speaker and business philosopher Charles Horton shows professionals how to get fired up and achieve success at any age through his breakthrough brand of leadership and extreme firewalking seminars

**Dallas, Texas (March 24, 2016)**—Author, entrepreneur, success coach, motivational speaker, certified master firewalk instructor and FastBucks® Founder/CEO Charles Horton packs his powerful new book **Ignite The Secret: 19 Lessons for Business and Life** (Brown Books Publishing Group) with honestly bold, life-changing anecdotal stories that inspire confidence and incite action.

An industry trailblazer, Horton believes in teaching what he knows, what he's lived and what it takes to face fear unflinchingly, head on. He knows how to succeed in business and in life, having reached his goal of becoming a millionaire by the age of 30.

"Businesses don't fail, people give up." represents Horton's expressive nature and cut-to-the-chase reality check of why most entrepreneurs don't make it. Horton's "keep moving forward" and "abundance mentality" is contagious, helping anyone tap into the universal law of attraction, brought to life through colorful true stories from his own personal adventures and professional journey. Imagine interacting with lions to learn life lessons and hiking on hot lava to discover what you're made of – just some of the exciting experiences and feats presented by Horton in his vivid and candid storytelling style throughout the pages of *Ignite The Secret*.

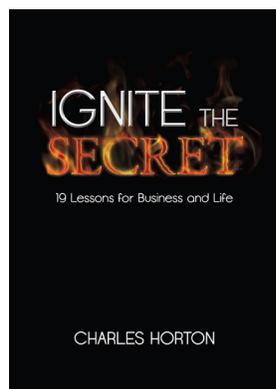
Some of Horton's unforgettable mantras include: Eliminate negativity. Never give up. Engage physicality. Go full out. Horton declares: "Hesitation is the number one fuel of your fears" – just one example of Horton's sage wisdom. Horton has an unconventional approach to inspiring strong leaders, teaching extreme seminars to help anyone overcome fears and limiting beliefs. One of only nine Master Firewalk Instructors in the world, Horton's Firewalking Institute of Research and Education (F.I.R.E.) is a burning passion in his life, beyond founding and running several innovative corporations in the finance and tech sectors, all of which are stellar successes.

Within *Ignite The Secret*, Horton addresses the power of intentions, setting goals, taking steps, overcoming adversity, mastering emotions, staying focused on what you want, conquering fear, all part of Horton's hybrid formula for unlimited success to create your own reality.

For more information about author Charles Horton's *Ignite The Secret*, Attain Any Goal seminars and international firewalking certification programs, visit [www.IgniteTheSecret.com](http://www.IgniteTheSecret.com) and [www.Firewalking.com](http://www.Firewalking.com).

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To schedule an author interview and to feature a firewalking seminar experience with Charles Horton, please contact Anita Kasmar from The Agency at Brown Books, [anita.kasmar@TheAgencyatBB.com](mailto:anita.kasmar@TheAgencyatBB.com)



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## About The Author



### Charles Horton

Entrepreneur Charles Horton is a super achiever and an American success story. A self-made millionaire by the age of 30, the CEO and founder of FastBucks® oversees more than 50 retail financial outlets across the country. His company has been recognized twice by Inc. 500/5000 as one of the fastest growing privately held companies in America. Horton runs his finance empire from Dallas in his residential estate surrounded by nature. Establishing a second business in 2014, SecureVital is his latest venture, where he is focused on the cybersecurity space with the bar set high for another successful enterprise.

A respected businessman, Horton has become a sought-after public speaker and teacher of goal setting and finance. He conducts public seminars in the U.S. and abroad, sharing his motivating success philosophy with eager attendees of all ages. "It's what makes me the happiest. I love helping others," says Horton. He has another unique passion, teaching people to move beyond fears and obstacles through firewalking, as he is one of only nine Certified Master Firewalk Instructors in the world. Horton and his team of instructors conduct firewalk seminars for individuals, corporations, and organizations across the globe.

The dynamic entrepreneur, motivational speaker, teacher and now debut author, has released his first book **Ignite the Secret** published by Brown Books Publishing Group in Dallas. The hard-cover book features 19 Lessons for Business and Life and promises to be a reference for anyone wanting to change the course of their lives and realize dreams.

While helping people achieve personal and professional transformation by breaking through fear and limitations to achieve more in life, Horton shares his philosophy: "Identify what's holding you back and move through it. It almost always boils down to fear on some level."



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## Q&A WITH Charles Horton

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1) **What was the inspiration for writing your first book, *Ignite the Secret*?**

I've always wanted to write a book for a decade or more. I see the massive transformation shifts in people when they attend my seminars. I'm really passionate about nurturing that transformation and seeing people succeed. I wanted to get that learning out to a broader audience and condensing it into a book, I think, is the right way for me to achieve that.

2) **There are 19 lessons shared in *Ignite the Secret*. How did your business and life experiences inform the content of your book?**

The content of *Ignite the Secret* is all about how to create your own reality. This is exactly what I've learned in business and in life. I've made plenty of mistakes, taken my share of risks and knocks – including one from a pouncing lion! But I've always been driven to get up and push myself forward and create the life and business that I wanted.

3) **What is your "secret" to becoming a successful entrepreneur and realizing your dreams?**

The "secret" is spelled out throughout my book. For me the secret is simply stated:

1.) Create your own reality. 2.) Keep moving forward. 3.) Never give up.

4) **What is the main premise of your book and what do you want readers to take away?**

Take away all of the excuses. Keep moving forward and never give up. You can create the reality of your dreams, and this book is to give you a reference point to start on that journey.

5) **How did you first get introduced to the global firewalking movement?**

A CEO friend of mine told me about Tony Robbins Seminars. Being big into holding training and motivation meetings for my employees, I signed up. Tony Robbins uses the firewalk in his Unleash the Power Within seminar. Fear kept me from walking more than a dozen times at UPW seminars. Finally, I hired a firewalk instructor to do a firewalk for me and my company. The firewalk made an amazing shift for me.

6) **Is firewalking a powerful growth experience that anyone can do to take a step toward positive change?**

Firewalking and all the metaphor activities I teach are really easy and simple if you know how to do it. Of course, in life you only get out of things what you put into them. That's where the seminar comes in. My seminar teaches you the important life skills; the firewalk makes sure you



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never forget them. We have a saying, "If you can do this (firewalking) you can do anything!" It's really not about the firewalk, it's about the other things in life FEAR keeps you from doing.

**7) How did you become one of only nine Master Certified Firewalk Instructors in the world?**

I was so amazed with the impact that firewalking had on me, I immediately sought out the education to be able to perform firewalks myself. I took an instructor training class, and eventually I even bought the Firewalking Institute from its founder.

**8) Do you teach "Attain Any Goal" seminars with firewalks for individuals, corporations and organizations?**

I speak on a wide range of topics and can tie into any of the metaphor activities that we teach. We do walking on broken glass, breaking an arrow with your throat, board and brick-breaking, and many others. As an example, the board break is a simple and easy exercise to reinforce that you need to give 100 percent in what you do, and focus beyond your goal, not just on your goal. I teach numerous team-building activities that reinforce how to work well together as a cohesive unit. I've taught bespoke groups of individuals as well as training organizations and international corporations, including Google, AT&T, Coca-Cola and more.

**9) How far-reaching is the scope of your seminar program? U.S. and International?**

Currently, Master Instructors that I have trained conduct these seminars regularly in Ireland and the U.K., Spain, South Africa and several locations throughout the U.S. We are doing our first seminars in Mexico and Hong Kong this year. I make myself available to travel worldwide, as I think it's important to continue to support and mentor people.

**10) How do you approach life's challenges on a day-to-day basis?**

One of the chapters is "let it be easy" and another is "control your emotions." That sums it up for me. Humans regularly make things as bad as they can be in their minds. I have learned in life to take things easy. Control my emotions. Everything always works out in the end. Why worry when you can be productive and move forward?

**11) How can *Ignite the Secret* help anyone overcome personal and professional obstacles and face their fears with fire in their heart?**

The book and the seminars drive the ability to refocus so that anyone can remove the barriers to their success and literally take away all the excuses. Create the reality of your dreams. Keep moving forward and never give up.

**12) What does the transformational process of firewalking, walking on glass, and interacting with lions have to do with building prosperous businesses?**

Really, nothing. It's the lessons that you learn from doing them. Firewalking taught me much about fear. I spent half a decade trying to overcome my fear of firewalking. By the time I



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actually walked, the guilt weighed 5,000 pounds on my shoulders. When I finally walked, it was like all the weight fell off. I had built up such an easy task in my head. It was removing all the fear and excuses meant that I could really have a clear direction in my business and personal life. It just made everything easy.

## 13) Do you run your companies according to your “fearless” philosophy?

Running a business, I think, takes a balanced approach. Someone needs to research business decisions and weigh the risk versus rewards. But, you also must eventually take action, and stick with your decisions to make a success. Too many ideas fail because of lack of execution.

## 14) What drives your passion and desire to help others succeed?

I have an abundance mentality. I believe there is enough for everyone to live well and be happy. I love to teach. I love to see others succeed. The thrill of the work F.I.R.E. does and the age of electronics we are in; daily I see Facebook posts and pictures of instructors teaching and changing lives. Now, 10 years into building F.I.R.E., I don't even know all of the instructors anymore because we've grown. That is really rewarding.

## 15) How would you best describe yourself?

I am a high-energy person! I'm driven and passionate about what I do. I love creating businesses, but most of all, I love creating teams that are driven to accomplish their own individual goals plus team goals for the greater good. As I've come to realize that being a teacher and life coach is my true calling, it gives me great satisfaction to see others grow and succeed in all areas of business and life.



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EXCERPTS FROM IGNITE THE SECRET

## Charles Horton's Inspiring Philosophy

### On Never Giving Up...

Perseverance is an important trait when it comes to building a business or rising above a personal obstacle. You've got to be able to overcome your fear, to try again, to keep on walking. Pressure leads to growth, and it's a part of every successful entrepreneur's life.

I learned a lesson that day: Businesses don't fail. People give up.

You get what you focus on, so focus on strength. Most people do the opposite—they focus on avoiding the things they fear. But in business, you always have to show yourself in a positive mode. Fear is not an option. Turning back is not an option. Moving forward is the only way to go.

### On Firewalking....

Getting across that fire was such a big deal for me. I had built this fear up so big in my mind, and made it so difficult for so long, but in the end it was so easy. I felt as if five thousand pounds had fallen off my shoulders. Aren't most of our fears like that? They're not real, just built up in our heads. Our greatest fears are in our mind.

I believe that the power to walk on fire is in your belief. It doesn't matter what you want to do in life, and it doesn't matter what people say. You have the power within you to find out for yourself what is possible. Your belief system is everything. How you think impacts everything else in your life: your actions, your heart, and your relationships.

People ask me all the time, "Why do you firewalk?" To them, it seems there's not really any practical purpose for it. On the contrary, it does represent something very important: The walk represents the bumps we run into all our lives, whether in business or in our personal life. The walk is the fear that we create in our minds. We have to face these scary bumps in the road in order to move past them.

### On Action...

The only measure of success is whether you take action on your ideas.

I'm someone who wants to keep constantly moving on to new businesses, new ambitions, new dreams. Constant action is at the core of my success, both in business and in life. If you think about it, you can't finish the race, or, in fact, even start the race, if you don't enter the race.



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Don't think too much about the second step, or the third, fourth, or fifth step. Don't think about how hard the journey will be. Focus on that one step. And step forward.

## On Details...

Manage the details—or they could be your downfall.

I learned this lesson once in an exhilarating way on an adventure in Africa, when I spent some time among lions. I have been on about forty safaris now, logging 150 hours of searching for and viewing African big game. Of course, I always want to go further with things I benefit from or enjoy. So I decided to volunteer at a lion farm, where I got to work with and learn from about ninety lions.

The person who managed the lion farm showed us how we should approach lions of all ages. Eager to immerse myself in the experience, I didn't sweat what I considered the "small stuff" in this presentation. I went ahead and tried to bottle-feed a six-month-old cub, ignoring a seemingly minor detail: the three other larger, hungrier cubs who all wanted the milk, too.

As I fed the smallest lion cub, the other cubs circled around me, eyes focused on the bottle. The small cub noticed, and was going to ensure she got it all. She squirmed and lashed out, and in the process mauled my arms pretty good.

## On Asking for What You Want...

If you see what you want and you're truly interested in going for it, then take that extra step and ask for it. Failing to ask for what you want or neglecting to follow up indicates that you aren't really sure whether you want to move forward. For someone supposedly seeking success, this is a sad state of affairs. It shows a lack of intention and a lack of willingness.

Awareness without willingness is like going up to the girl you had a crush on in grade school and asking, "If I asked you out for Friday, would you say yes?" There is no real commitment. If she says no, then your thirteen-year-old's rebuttal would be, "I was only playing."

Willingness is where it becomes real.

## On Possibilities...

Much of my success in life has happened when I refused to believe what other people were saying.



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Once I found something I wanted to do, I denied that it was impossible. Instead, I learned for myself what was possible.

Every experience is a stepping-stone toward the future. Every hot coal in life matters, providing you with the courage and fortitude and strength to achieve even more. Walking on fire—just like walking through the “fires” of life—gives you a sense of accomplishment so big, it makes you feel as if you can overcome anything.

## On Belief...

Uber worked because some individuals believed in themselves enough to push forward. They sought what was possible and made it happen.

Belief in yourself is a powerful force, whether it allows you to stand on burning coals or start a multimillion-dollar company in your garage.

If you believe you are capable of something, you will do it.

## On Negativity...

Are there people in your life who are nipping at your heels, lollygagging instead of being go-getters, or waiting to pounce on you should you stumble and fall? Get rid of them! Focus instead on people who soar and who encourage you to do the same. Find good coaches, mentors, and role models who will convince you that you can walk on hot coals and come out unscathed, not tell you to expect to get burned.

Eliminate the negative people in your life, and surround yourself with amazing winners instead. Imagine how much you could accomplish in just one year with a team of enthusiastic supporters cheering you on! Don't settle for less.

A cab driver in Australia once said to me, “I love all my passengers—some of them while they are in my car, and some of them when they leave my car.” Very funny, and a great way of looking at life: keep a positive attitude and learn from everyone.



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## What People Are Saying...

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**Charles Horton's anecdotal stories of adventure in *Ignite the Secret: 19 Lessons for Business and Life*, inspire readers to make positive changes in their lives.**

"If you're really interested in this, I recommend seeking out classes conducted by Certified F.I.R.E. Instructors...you'll join the ranks of millions of firewalkers who have been empowered by the experience."

**-Dr. Andrew Weil, M.D.**

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"You rarely come upon a piece of writing that is the complete package drawing you in with every lesson, vivid personal story and simple wisdom you can use in your own life right away.

I've known Charles for many years and have seen his transformation as an entrepreneur and philanthropist. The bar is ever rising as he searches for new experiences to live life to the fullest whether professionally or in his personal relationships; he walks the walk, and thrives on challenging himself and others to be their best while letting it be easy in the process.

Charles' adventures of firewalking, interacting with lions and trekking over lava flows will draw you into a world full of opportunities, possibilities and realities that you can create and live for yourself."

**-Monica Steiner,**

*Aging Evolution*

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"I enrolled in the Firewalk Instructor Certification because I felt stuck in every area of my life. Walking on fire without getting burned, breaking wooden boards with my bare hands, breaking arrows with my throat, walking on broken glass without cutting my feet and bending steel with my throat reminded me that "All I need is within me now."

I am so grateful to Charles Horton and the entire staff at the Firewalking Institute of Research and Education for their loving support and positive encouragement. My confidence has skyrocketed and I walked away from this experience excited about everything that my life holds."

**-Kadena Tate,**

*Business Acceleration Alchemist*

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"Horton's new book *Ignite the Secret* and the experience of firewalking have an intrinsically deep connection, providing authentic insights on how to live your life with passion and move through limiting beliefs to reach success and happiness, however you define that for yourself."

**-A.M. of Dallas**

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## The fuel behind *Ignite the Secret*...

Horton's personal and professional philosophy fuels his passion:

"It's about breaking through limitations and getting to the next level in life. That has been the cornerstone of my personal philosophy for many years. Identify what's holding you back and moving through it. It almost always boils down to fear on some level."

**-Charles Horton,**

*Author of Ignite the Secret*



Fortune 100 corporations, small businesses and individuals have participated in Charles Horton's goal-setting and team-building seminars that amplify the content of his book *Ignite the Secret*, culminating with a life-changing firewalk experience.

Please visit <http://www.firewalking.com/events/corporate-events/>

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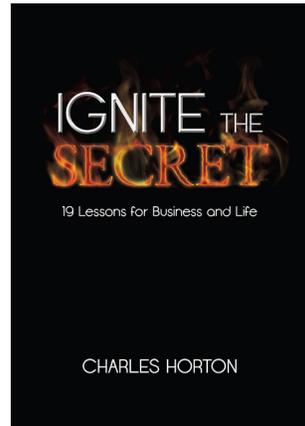
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## Synopsis

Ignite your business and your life with these powerful strategies for confronting any challenge, acting decisively in any situation, and achieving everything you’ve ever dreamed of. Entrepreneur and motivational speaker Charles Horton takes vital lessons he has learned in business and life—as well as from firewalking, walking on glass, mingling with lions, and building multiple businesses—and applies them to the challenges of personal and professional life with remarkable success. Now, his trailblazing approach can be yours. *Ignite the Secret* will inspire you to see opportunities instead of obstacles, triumph over self-doubt, focus on goals, create your own reality, shift your perspective, stoke your internal fire, overcome any challenge, and accomplish your dreams.

The hardest part of changing your life is knowing how to start. *Ignite the Secret* empowers you to take that first step—and all the steps that follow.

**Marketing Budget: \$100,000 • National print, broadcast and digital campaign**



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