



I AM: The Power of Discovering Who You Really Are

Howard Falco

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"*I AM* is a fascinating, in-depth and eye-opening look at the very essence of how each of our lives are created in every moment." - Hale Dwoskin, author of the *New York Times* bestseller, *The Sedona Method* and featured teacher in *The Secret*

For centuries humankind has been asking fervent questions about the meaning of life. As Howard Falco learned, the answers to these questions can ultimately be found in the answer to just one: "Who am I?" In late 2002, in the middle of an ordinary life, Falco-a thirty- five-year-old investment manager with a wife and two children-sought the answer to this powerful question and remarkably this quest resulted in a sudden and all-encompassing shift in his awareness that revealed more about life and how we each create it than he ever imagined knowing. Startled by this new understanding and its implications for his own life and the lives of all others, Falco set out to share his discoveries. The stunning result is this book.

I AM takes readers on a life-changing journey in which they will discover the incredible power they have over their experience of life, finding that the doorway to eternal peace, happiness, and fulfillment lies in one of the shortest sentences in the written word but the most powerful in the universe: I AM.

I AM: The Power of Discovering Who You Really Are Details

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Chris says

This book is helping me to re-shape my thought processes in way that is opening my life up to so many more possibilities and ia also helping me to be at peace internally. So far, so great.

Linnet Caban says

I read "I Am" when it was just released. I enjoyed the book, it helped me in my career, and my new life in a different state. I made several quote cards that were relevant to me at the time, and manifested positive energy and outcomes. Now, three promotions later, happy marriage, and great life, i was diagnosed with three terrible diseases and found myself lost, spiritually, and lost my sense of who I am. I find myself having to redefine some aspects of myself and this book has made its way into my life again. My second time reading it, and looking forward to finding "Me" again. Give it try, may take more than once. Open your mind and try!

Imad Eddine Bouibed says

I was looking for another book that I was really upset because I couldn't find it. But because of that, I stumbled on this one..

And that's for me another fact that will make me believe more what the author says in this book; That the life we are living is a journey that we choose how to experience what gets in our way. For me when I didn't find the book I was looking for --Which had quite the same name like this one-- I, and no one else than I, chose to be sad about not finding it, and picked the first book near to my hand.. and it changed my whole vision of the life.. From now-on I will be happy for every moment and whatever what circumstances I will be experiencing I will see it as a "LESSON".

I HAVE A LOT TO LEARN FROM MY LIFE

Tom Britz says

I would have to rank this up there with some of the best self help titles out there. He writes in a clear, easy to understand voice and he talks sense. I liked this book a lot.

I have just reread this book. It is still my go to book for self help and getting things done. There must be something about November, because the first time I read this was November 2012. I highly recommend this to anyone that is stuck and feels at the end of their rope. This book offers hope and a plan of action.

Doreen says

Talk about heavy, yet enlightening reading! Incredibly detailed work that takes you directly to the source - you are Matter, so you MATTER.

Ashley says

Really good read!

Matthew Kauffmann says

Wow

This book will transform my life.

It took me a long time to slog through it, but I'm so glad that I did. Along the way were many transformative nuggets that set my belief system and life on their heads. The irony is not lost that this was the exact book I needed at exactly the right time I needed it (a central theme to this book).

I approach this book as a Christian (liberal, Protestant if it matters). Not to give too much credit, or confuse a reader, but I heard God's voice speaking clearly through Falco's message. This expressed and convinced me of what God has been trying to tell me forever (again, a central theme in the book).

I am a better person, and a stronger Christian for having read this book. I am going to read it again.

Lisa says

Loved it

Randall H. Scott says

This is a great book on perspective, balance, and self-awareness.

Ashleigh Gauch says

I really enjoyed this book, in part because it expanded upon and strengthened some beliefs I'd already begun to form because of my personal faith. The idea that we can create our reality through attitudes and beliefs is not new, but the way Falco presents it is approachable and not victim-blaming. I particularly enjoyed the chapters on making peace with the past and accepting that the decisions I made were the best I could make, and that the only thing I can control is making better choices now with the knowledge I currently possess. There isn't much in the way of direct action type self-help here, just a couple of exercises at the end and some questions to ponder in a journal as you read.

CBS Jones says

Overall the book has some great takeaways. It got monotonous at times, but this may have been purposeful to create a strong connection with what the author was trying to infuse into the reader.

Joyce says

It has been awhile since I read this Book..After reading this Book twice this author Howard Falco helped me to realize that I could make my own decisions along the way...that I was searching for Peace of Mind Heart and Soul...I know that I will read this Book again...It has brought me to my own attention..if that makes sense...

Craig Bergland says

It was just ok for me. Probably would be a decent enough book for a study group, but for me it was redundant and didn't really go anywhere.

Russell says

Excellent read!Empowering! Illuminating!

Jill says

I thoroughly enjoyed this book. Lots of ah ha moments, as Oprah would say.
