

THE OLD SCHOOL ADVANTAGE

Timeless Tools
for Every Generation

J. N. Whiddon

FOR IMMEDIATE RELEASE

Brown Books Releases *The Old School Advantage: Timeless Tools for Every Generation* by J.N. Whiddon

Whiddon shares timeless principles to achieve not only sustainable success, but a life of significance with his “back to the future” approach.

Dallas, Texas (February 16, 2016)—Author, CEO and The Old School Advantage founder J.N. Whiddon takes high school students to college grads, working professionals to seasoned mentors, on a fast-track to developing extraordinary communication and leadership skills in his new book *The Old School Advantage: Timeless Tools for Every Generation* (Brown Books Publishing Group).

Whiddon believes in teaching “Old School” principles to help anyone gain true wisdom and understanding. He knows what it takes to succeed in our technology rich age by showing people how to improve their interpersonal skills in order to lead others effectively. Whiddon’s “back to the future” mentoring approach is dedicated to helping everyone learn universal secrets of success through referencing leaders of the past and respected historical figures.

“Life becomes richer when you are learning. Leaders never stop seeking out and soaking up knowledge. It’s all about building a life and leaving a legacy that will endure,” says Whiddon. His passion for teaching core wisdom principles provides readers with valuable communication and leadership development tools and also offers a curriculum to train and equip future leaders of America, helping them reach full potential academically, professionally and personally.

With *The Old School Advantage*, Whiddon presents centuries of insight from ancient philosophers to world leaders, sports legends through modern day scholars. What he has gleaned in more than 30 years as a CEO, entrepreneur, parent and mentor is a wealth of proven techniques that anyone can use. A handbook for every generation, its 300+ pages feature etched pen-and-ink illustrations to highlight key wisdom principles.

For more information about author J.N. Whiddon’s *The Old School Advantage*, TOSA curriculum and public workshops, visit www.TheOldSchoolAdvantage.cool.



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MEET THE AUTHOR

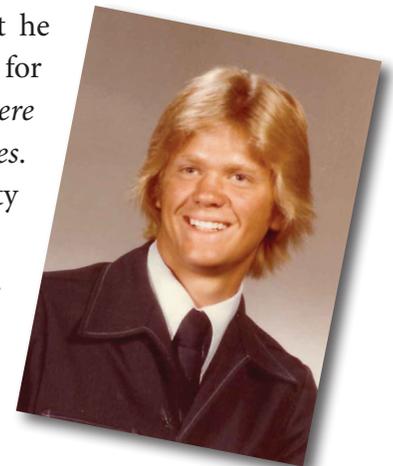


J.N. WHIDDON

CEO, entrepreneur and business author J.N. “Jim” Whiddon, who focused much of his executive career in the financial services industry, has owned and operated thriving companies for more than 30 years. He was the host of his own investment radio talk show for five years, including a stint with *CNN Headline News* in Dallas. J.N. Whiddon has been frequently interviewed and quoted by national media outlets including *Fortune* magazine, *The Wall Street Journal*, and *CNBC*.

The Old School Advantage is Whiddon’s fourth book, one that he intently prepared for by reading more than four hundred other books for the purpose of research. His previously published works include: *There for the Taking*, *Wealth Without Worry*, and *The Investing Revolutionaries*. Whiddon earned his bachelor’s degree from Texas A&M University and a master of science from The American College in Philadelphia.

In his leisure time, he enjoys playing the guitar and all sports. Whiddon lives in Dallas with his wife Nizie and they have four children ranging from ages 16 to 23.



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Q&A WITH J.N. WHIDDON

1. What is the premise of the *The Old School Advantage* (TOSA) book?

The standards and commitment level for teaching interpersonal communication and leadership skills has dropped off in the last 20 years. This is partly due to the pervasiveness of technology in our modern lives, but mostly due to a lack of attention on teaching such skills to the next generation. This has adversely affected students and young professionals in particular. TOSA is my attempt to do my part to right this ship.

2. As the founder of *The Old School Advantage* movement, describe TOSA's success philosophy and training program?

TOSA looks to well-known men and women of the past – from ancient to recent—in order to teach and exemplify the skills and attitudes of great citizens and great leaders.

3. How and why did the idea to develop the program come about?

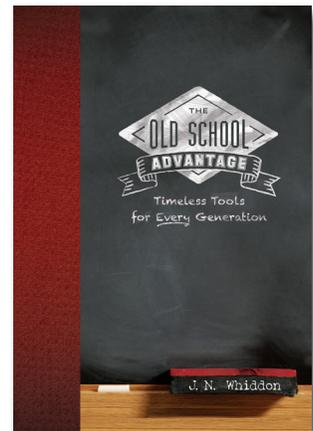
I spoke at a conference in Austin in March of 2014 to an elite group of college students—juniors and seniors. The idea was spawned from the extraordinary interaction I was privileged to have with those fine young men and women.

4. Is the concept unique?

The basis for the concept—learning from some of the brightest and wisest in history—is certainly not unique. However, the way we are going about the dissemination of the information seems to have few, if any, competitors.

5. Are the program's principles based on Christian wisdom?

Yes, in the sense that I believe ALL Truth—with a capital “T” (as opposed to opinions)—can be found also in scripture. However, by using universally respected historical figures as our guides, we focus on time-tested principles which are becoming rarer in formal education settings—perhaps even forgotten.



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6. And, if so, do the TOSA core values and tenets also apply to the mainstream?

Unequivocally.

7. How does the *The Old School Advantage* program help to develop communication and leadership skills in college bound seniors, post graduates, and business professionals?

The program starts with Five Core areas of Focus: 1) Ready Recall short-term memory 2) Developing an exceptional vocabulary we call “Words that WOW!” 3) The art of Influence and Persuasion 4) Reasoning and asking effective Questions 5) Becoming a Master Storyteller. Leadership skills in areas of mentoring, remembering names and faces, time management, writing skills, interviewing, decision-making and the art of the handwritten note are included.

8. Who are the instructors and facilitators of “The Old School” program?

Our instructors each have a minimum of 20 years in a post-graduate career, are men and women of high character and integrity, and are dedicated to using their wisdom and insight to make a measurable impact on the lives of Old School students.

9. How do mentors, life coaches and entrepreneurs also benefit from *The Old School Advantage* book, workshops and resources?

In addition to the skills and areas of leadership mentioned above, the TOSA concept is especially valuable to these individuals because it gives them a “track to run on.” I have endeavored to bring wisdom from more than 400 authors and thought leaders to pick the best of what I believe will essentially be a “life-changing blueprint.” By then applying their own additional wisdom and experience to the mix, the TOSA program is perfect for these types of leaders.

10. Five years from now what do you hope to have accomplished through the program?

Books + students = 1 million TOSA enthusiasts and practitioners

11. Are there individual, public and private group workshops available?

Live workshops are available now for schools, clubs, churches, companies and individuals.

12. Is the TOSA success program available in an online course format and live interactive workshops?

The online course availability is expected by QII 2016.

13. Are you and your team available for speaking engagements, guest appearances, and book signings?

Absolutely!



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EXCERPTS FROM *THE OLD SCHOOL ADVANTAGE*

On Ready Recall . . .

Technology provides us many advantages that our ancestors did not have. But if you can cultivate memory skills like the ones they needed just to survive, you will seize a great and untapped opportunity to thrive in the twenty-first century. The great news is that ready recall can be easily and quickly acquired and is a skill that you can continually improve. It is the foundation on which we will build the interpersonal relationship prowess you need to communicate, persuade, and teach your way to a significant life.

On Influence . . .

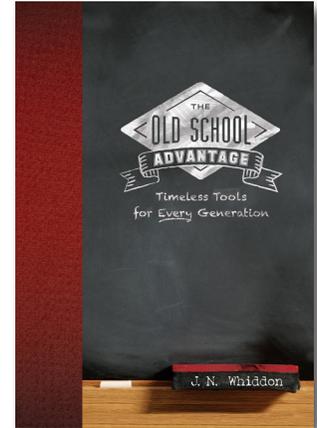
The fear of loss motivates more than the thrill of gain. This is an important concept to remember for any product or service. This “loss aversion” motivation allows you to show the absolute risk of loss if someone “does not take action *now*.” The pleasure your product or service brings after it helps avoid a loss is a bonus.

On Reason . . .

Forming conclusions, logical arguments, establishing reasons for your beliefs—all of these aid in your ability to be an authentic leader within your sphere of influence. The ability to reason and to see through illogical arguments is a skill that will cast you into the fray of ideas well equipped to persuade others with wisdom well beyond your years, regardless of age.

On Storytelling . . .

Being a master storyteller is an engaging and compelling way to live. Once you truly understand the leverage that stories offer you to overcome problems and effect good, it brings confidence and peace of mind. Life becomes more meaningful as time expands to make each moment part of an overall story. By telling and listening to new stories each day, riches are found. Once this is established as a habit, wisdom builds upon that which cannot be gained from a book, a mentor or any other second-hand form of learning. Intellectual learning is too superficial. Storytelling leads to real influence with deeper meaning. And with the continual acquisition of great wisdom comes the glorious discovery of more *truth*.



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EXCERPTS FROM *THE OLD SCHOOL ADVANTAGE* (CONTINUED)

On Words that WOW! . . .

A limited vocabulary limits your life. Whether on an essay exam, a first date, a job interview, a sales presentation, or as a keynote address at a national convention—words make the difference. In fact, they can—and always do—*change the world*.

On Making an Impression . . .

Because the books we read tell others so much about who we are, this is an excellent way for a recruiter to gain insight into not only your lifelong learning habits, but also your character. Always give an honest answer. If you have been in school, it is all right to say, “I have not had much time to read anything but textbooks lately, but I am looking forward to reading several books, including (name them), as soon as I can.” Otherwise, let this be a warning/reminder that leaders are readers. And other leaders know it.

On Leadership . . .

But the characteristic that rises above all others when it comes to being a life-changing leader is empathy—the ability to understand and share the feelings of others. And empathy always leads to humility. Humble leadership might seem countercultural when we observe leaders on television so often exhibiting anything but an unassuming nature. But leaders who have empathy and humility facilitate a following like none other.

On Learning . . .

Regardless of your age, your knowledge and skills become obsolete at a rapid rate. You must continually upgrade your skills. The advantages are substantial: greater capabilities, motivation, and confidence. The equation is simple: the more you learn, the more you *can* learn.

Each time I teach *The Old School Advantage* workshop, I ask the same question at the end of it. “What would happen to our country if every citizen had learned what you have learned today?” The answer is always essentially the same. “It would change the world forever, for the better.”

On Legacy . . .

And if you are “retired” and banking on a life of leisure that you feel you have earned, may I humbly extend to you a new and greater challenge? UNretire. At least to the extent you can. We need you. And the question of the hour is this: What wisdom will you pass on to the coming generations—including and especially your own family?

I encourage you to live with your *eulogy* in mind, not your *résumé*. Résumés are about power, wealth, and achievement. Simply put, they are about what you do. Honesty, humility, self-control, courage—these things take time and intentionality to develop and are ultimately worthwhile. They are about *who you are*.



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What People Are Saying about *The Old School Advantage*

THE OLD SCHOOL MAY BE THE MOST SIGNIFICANT DEVELOPMENT IN OUR SCHOOL'S COMMITMENT TO DEVELOP TOMORROW'S LEADERS TODAY.

—Michael (superintendent)

YOU LIT A SPARK IN MY SON! THE TOOLS ELEVATED HIS SKILLS, AND I ESPECIALLY LIKE THE FOCUS ON STRONG CHARACTER DEVELOPMENT.

—Amy (parent)

THE OLD SCHOOL HAS GIVEN ME THE CONFIDENCE I NEED TO SUCCEED IN COLLEGE AND IN LIFE.

—Jake (student)

EXTRAORDINARY PREPARATION FOR AREAS IN MY CAREER THAT I HAD NEVER EVEN CONSIDERED.

—Aaron (professional)

***THE OLD SCHOOL ADVANTAGE* IS VERY VALUABLE—NO MATTER YOUR PROFESSION.**

—Pat (CPA, partner)



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Title *The Old School Advantage*
 Subtitle *Timeless Tools for Every Generation*
 Author J. N. Whiddon
 ISBN-13 (HC) 978-1-61254-881-4; (PB) 978-1-61254-910-1
 Format Hardcover/Printed Label & Paperback
 Retail Price HC \$29.95; PB \$21.95
 Size 7" x 10" Portrait
 Pages 312
 Carton Quantity 20
 LCCN 2015958699
 BISAC Self-Help/Personal Growth/ Success
 Publication Date February 16, 2016
 Distribution Ingram, Baker & Taylor
 Publisher Brown Books Publishing Group
 Publisher Website www.BrownBooks.com
 Author Website www.TheOldSchoolAdvantage.cool

J. N. Whiddon, The Old School founder, arms you with the tools and wisdom you need to succeed in *The Old School Advantage: Timeless Tools for Every Generation*. It's all about giving you an edge in life, not just an edge in school or your career. Learn to deliver impactful presentations using ready recall. Influence people with WOW! words and probing questions. Master the art of storytelling. Your acquisition of these skills through The Old School will allow you to make a lasting impression in every encounter. Become a life-changing leader dedicated to success as well as significance. School never truly lets out, no matter your age. Leaders never stop seeking out and soaking up knowledge. If you want to stand out in an age in which information is everywhere but wisdom is elusive, you need to be more than just technically skilled. You need to be a leader equipped with discernment "beyond your years." With these indispensable tools, you can build a life and leave a legacy that will endure.



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