

Author Biography for **STEVEN K. SCOTT**



Steven K. Scott



Steven K. Scott was born in Phoenix, Arizona in 1948, to Gordon Scott, a highly decorated WW II Air Force pilot, and Mickey Scott, who in addition to being the world's best mom, was also a founding employee and officer of First Federal Savings, which grew to be Arizona's largest Savings and Loan. Steve felt like the world's luckiest kid with a wonderful mom and dad and a great older sister. His passion in his early years were baseball, ping pong and playing with a host of friends.

Steve's third grade teacher noted on his report card, "He's certainly full of energy and attacks every challenge with unlimited enthusiasm."

In junior high, Steve was very self-conscious about his acne, his skinny frame, and his braces. And yet, in high school, his life was forever changed by three circumstances.

As Steve was starting high school, His father informed him that he would be taking two years of typing. "It became one of only three 'all-out arguments,' I ever had with my dad," says Steve. "I begged him to recant on his demand, because as far as I was concerned, typing was for girls. When I entered the class my worst nightmare was confirmed. Out of a class of sixty, *fifty-six* were girls." Highly humiliated, Steve begged his father to consider a deal. If he could become the fastest typist in the class by the end of the year, would his dad let him out of the demand of completing a *second* year? Thinking Steve would never beat the other fifty-nine students, Mr. Scott agreed to the deal. This is where Steve Scott first learned the power of a true incentive. At the end of the first year, Mr. Scott received a note from the typing teacher that Steve was indeed the fastest typist in the class. Little did Steve know that his typing skills would change the entire course of his life—in high school, in college *and* in his career.



Because Arcadia High School did not have an R.O.T.C. (Reserved Officer Training Course), Steve joined the cadet program of the Civil Air Patrol (an auxiliary of the United States Air Force) at the beginning of his sophomore year. Because he was the only cadet in the squadron that could type, he received his first promotion within a month of joining. That promotion was so fulfilling that Steve went all out to complete all of the requirements for each rank advancement at an unheard of pace, achieving state and national recognition, winning various national awards and even being one of only eight cadets in America to receive Air Force flight training to become a private pilot (with a glider rating) at the age of 16. He became the top ranking cadet in the state of Arizona and one of the top in the nation. Steve's experience in the Civil Air Patrol created a personal realization that *extraordinary success* wasn't dependent upon one's education, economic status or personal background. He realized that extraordinary success



could be achieved by anyone who becomes truly *diligent* in their pursuit of a goal. He realized that true diligence involved a number of critical components *beyond* hard work. He also realized that the vast majority of people are *not* truly diligent. Steve discovered that without true diligence he could accomplish little more than mediocrity in the pursuit of anything; but *with* true diligence, he could accomplish outcomes greater than he had ever imagine.

The third circumstance that changed the course of Steve's life (the first two: learning to type and learning to excel through diligence) happened shortly before his sixteenth birthday. Steve's older sister Sandra took him to a Christian meeting for college students where he was challenged by a scientist (who was a former atheist) to become a follower of Jesus Christ. The scientist gave him a book entitled, *Mere Christianity*, by C.S. Lewis. He discovered that Christianity was not about a religion, but rather, was about experiencing a personal relationship with God through Jesus Christ. Within a week, Steve found himself on his knees, asking Jesus Christ to become his Lord and Savior. In the months that followed, that relationship became the most important relationship in his life. In addition to his high school activities with Civil Air Patrol, he became active with Campus Crusade for Christ and remained active until he graduated from college.

In 1966, Steve received a scholarship to Arizona State University, where he received a degree in Marketing from the College of Business. While at Arizona State, he started and managed two Christian music groups. His first, *The New Beginning* (1967-68) was a Christian folk group and *That Certain Sound* (1968-1970) was a group with 17 singers and 18 instrumentalists. This was Steve's first entrepreneurial experience and revealed both a love and natural talent for business creation. It was also where he learned the incalculable worth of two strategies that would ultimately change his life—*effective partnering* and *shooting for the moon*. After two months of working with the second group, it became apparent that they needed a professional director and arranger. Steve learned that Ron Patty was not only the best choral director in the state, but one of the best in America. He sought Ron out, and after two rehearsals Ron agreed to become the group's director...for free! Not only did the group achieve all of their goals, Steve and Ron, and Ron's wonderful family became lifetime friends. On top of everything else, Steve had the joy of watching Ron's little girl (Sandi) grow up to become one of America's most beloved gospel singers.

After graduating from ASU in 1970, Steve entered the world of business only to discover that succeeding in business was a lot harder than succeeding in college. He failed in his first job (a management trainee for an insurance company) only four months after he started. He then started a company with three partners that produced and sold lecture notes to university students that seemed promising at first, but failed eight months later, leaving Steve broke and in a mountain of debt. In the next four years he failed in seven more jobs. In fact, his resume looked like this:

Job	Year	Salary	Duration	Outcome
1.	1971	\$600/Mo.	4 Months	Quit
2.	1971	Started Business	8 Months	Failed
3.	1972	\$1,000/Mo.	9 Months	Fired
4.	1973	\$1,000/Mo.	9 Months	Quit (about to be fired)

5.	1974	\$1,100/ Mo.	5 Months	Quit
6.	1974	Started Business	9 Months	Failed
7.	1975	\$1,100/Month	4 Months	Fired
8.	1975	\$1,100/Month	4 Months	Quit
9	1976	\$1,500/Month	4 Months	Quit

Looking at Steve Scott's resume, how would you have rated his chances of ever becoming a multi-millionaire? Steve said that after losing his seventh job, he was convinced he would never succeed...NEVER!

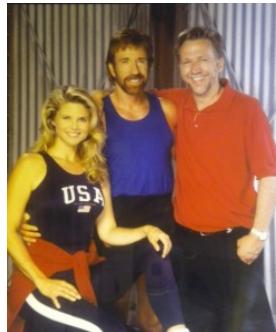
Shortly after losing his seventh Job, Steve told one of his best friends, Gary Smalley, of his frustration. He told Gary, "I don't understand—no matter what I do, no matter how hard I work, I just can't succeed." The next morning, Gary came to breakfast and said, "How would you like to be *wiser* than all of your bosses?" Steve replied in disbelief, "Yah right?" Gary said, "No...there's something you can do, that if you'll do it, in two years you'll be wiser than all your bosses, and in five years you'll probably be a millionaire!"



Steve later wrote, "I really didn't believe such a ridiculous statement as that, but Gary got my attention with it, so I said, 'What do I do?'" Gary challenged him to read a chapter of the biblical book of Proverbs every day for two years. He told him to write down the wisdom and insights he gained and begin to apply those to his work. Steve took him up on the challenge, and discovered 15 strategies from the book of Proverbs that changed his life. Using just a few of those strategies on job number nine, he created a television marketing campaign that doubled the company's sales from \$30 million to \$60 million in only four months. Even though he was only 27, his boss offered to double his salary, promote him to Vice President of Marketing and give him a company car. But instead of accepting the promotion, Steve resigned so he could accept an offer from Bob Marsh to start their own television marketing company. And on May 10, 1976, Steve and Bob Marsh started their own company with \$5,000 allocated to create and test a television marketing campaign for a new acne product they had acquired. Within nine months their sales had grown to nearly one million dollars...a week!

The company grew so quickly that Bob hired his two sons, who later became partners in the business. The company eventually became a holding company, *The American Telecast Corporation (ATC)* for all of the subsidiary companies and brands. American Telecast's formula was to acquire the marketing rights to "breakthrough products," form companies around those products, and then Steve would create the television, magazine and newspaper marketing campaigns to sell those products. The development and implementation of those projects and campaigns all utilized the powerful strategies Steve had found in the book of Proverbs, and the skills and techniques to implement those strategies that he had learned from his mentors, Bob Marsh and Gary Smalley. In 1978, Steve co-authored his first two books with Gary Smalley, and American Telecast published both books, selling them in a television campaign featuring Pat and Shirley Boone. The books, *If Only He Knew* and *For Better or For Best*, were Gary's first books as well. They became international best sellers and launched Gary Smalley's world-wide seminar ministry. Ten years later, Steve and Gary produced Gary's video series, *Hidden Keys to Loving Relationships*, which were sold through television campaigns featuring John Tesh and his wife Connie Sellecca and Frank and Kathie Lee Gifford.

Each time ATC found a new product and created a new company, they would recruit a major celebrity as their endorsing spokesperson. Their start-up companies ranged from life and health insurance



marketing companies, to personal care products (makeup, skincare and hair care brands) to weight loss and fitness products to educational companies. Their celebrity endorsers included Academy Award winning movie stars, Emmy Award winning television stars, Grammy Award winning recording artists and professional athletes. In all they partnered with more than 90 celebrity spokespersons and endorsers including Chuck Norris, Charlton Heston, Tom Selleck, Burt Reynolds, Michael Landon, John Ritter, Cher, Jane Fonda, Kathy Lee Gifford, Christie Brinkley, Dick Clark, Kenny Rogers, Richard Simmons, Ted Danson, Joan Lunden, Hugh Downs, and President Ronald Reagan, to name a few.

Steve and his partners created more than two-dozen companies and brands including, *Deal-a-Meal*, *Victoria Jackson Cosmetics*, *Lori Davis Hair*, *Where There's a Will, There's an 'A'*, *Jane Fonda Fitness*, *Hidden Keys to Loving Relationships*, and *Total Gym Fitness*. Their Total Gym television campaign featuring Chuck Norris and Christie Brinkley has now been on the air for more than 15 years and has produced nearly \$2 billion in sales. In all, ATC's products and services have generated more than \$3 billion in sales.

In 1996, Steve's first book, *A Millionaire's Notebook—How Ordinary People Achieve Extraordinary Success*, was published by Simon and Schuster. Donald Trump's endorsement of the book read, "Steve Scott's uncanny insights and strategies are so specific and easily applied, I believe they can empower *any* reader, whether a college student, a small business owner or the CEO of a Fortune 500 company, to achieve levels of success they haven't yet dreamed of."

American Telecast's largest competitor agreed. For years, the Guthy-Renker Corporation had trailed American Telecast in sales. According to Greg Renker, no matter what they did, they could never outsell American Telecast. As soon as the book came out, Greg purchased copies for the companies top executives. He said that Steve's strategies and marketing models became their company's marketing manual. They created detailed operating manuals for each of the strategies and marketing formulas that Steve revealed in the book, and followed them to the letter. Within two years their sales had grown to equal those of American Telecast. In 1999, their sales surpassed ATC, and today they enjoy sales of over \$1.7 billion per year.

Because of the success of his first book, Simon and Shuster asked Steve to write a follow up book, *Simple Steps to Impossible Dreams*, which was published in 1998. With his next book, *Mentored by a Millionaire*, Larry King invited Steve to be a guest on Larry King Live.

Following that appearance, the book became a top national and international best seller. His next book, *The Richest Man Who Ever Lived—King Solomon's Secrets for Success, Wealth and Happiness*, also became an international best seller following another appearance on Larry King Live in 2006.





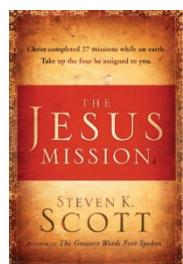
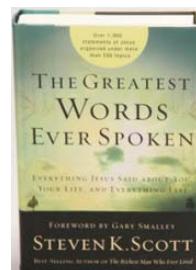
In 2007 Steve met with Dr. Robert H. Keller, a renowned research scientist and medical doctor at Chuck Norris' home. Dr. Keller showed Chuck and Steve his clinical studies on a patented breakthrough nutritional formula that was proven to significantly increase cellular production of Glutathione, one of the cell's most important protein chains. Glutathione (GSH) is the primary protector and detoxifier of the human cell. It is literally the cell's first line of defense and even reduces inflammation at a cellular level. Dr. Keller had been using the product with his patients for more than ten years and had seen phenomenal outcomes.

Steve funded a new company to take Dr. Keller's nutritional breakthrough to the world. As samples of the product, called MAX GXL (glutathione accelerator), were produced and handed out, remarkable stories of the transformational changes in peoples' quality of life quickly surfaced. Even professional and world-class athletes were seeing radical improvements in their recovery times from workouts and their athletic games and events. Even people who were in great physical shape saw improvements in energy levels, quality of sleep and a reduction in aches and pains.

Instead of launching this company with television, Steve and his partners decided to use a home-based business model they now call "micro-business." A micro-business allows a person to begin a home-based business without making a major investment and without maintaining a product inventory—a business in which most of the business requirements and risks are taken by the company rather than the independent micro-business owner. [Max International](#) was launched in February of 2007 and quickly became one of the fastest growing businesses in America.

In 2008, Steve also completed a multi-year effort to organize the 1,900 statements of Jesus Christ found in the New Testament, into 225 topics. Steve considers the resulting book, *The Greatest Words Ever Spoken*, to be his most important literary effort. Scott wrote,

"The words of Jesus Christ are transformational beyond anything ever recorded in human history or literature. They're power to change lives cannot be imagined—they are truly miraculous."



In October 2011, Steve released *The Jesus Mission* with WaterBrook Press, a division of Random House, Inc.

Steve is active in ministry and is partnering with the American Association of Christian Counselors and Extraordinary Women in an effort to empower people to experience greater intimacy with God by making the teachings of Jesus Christ the central focus of their lives.

Steve is the father of seven children and grandfather of five. He met his wife Shannon, in Los Angeles in 1990 and they married 13 months later in 1991. Shannon is not only his partner in life, she is active as a co-owner of Max International. Steve recently told an audience in Sydney, Australia,

"Shannon is not only my best friend and the love of my life—she is a visible, living example of how Jesus Christ wants me to be, moment-by-moment, day-by-day."