



I AM: The Power of Discovering Who You Really Are

By 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*

"I AM is a powerful book about self-realization. Howard Falco offers a profound explanation of the nature of your own existence and an understanding of the life you are capable of creating." -Marci Shimoff, #1 *New York Times* bestselling author of *Happy for No Reason*

"This is a magical book that is both powerful and empowering! Howard Falco has delivered an ancient wisdom with a practical modern day application. Imagine unleashing your infinite potential...with the wisdom of *I AM* you will connect to a passion and purpose that will forever change the way you live. *I AM* will help to awaken mass consciousness by leading a discovery of who we really are." -Dr. Darren R. Weissman, author of *The Power of Infinite Love & Gratitude*

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.

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Editorial Review

Review

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—**Hale Dwoskin**, author of the *New York Times* bestseller, *The Sedona Method* and featured teacher in *The Secret*

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—**Marci Shimoff**, #1 *New York Times* bestselling author of *Happy for No Reason*

"A roadmap to discovering who we really are."

—**Arielle Ford**, author of *The Soulmate Secret*

"Howard Falco's *I AM* is an inspiring and insightful guide for personal transformation and empowerment."

—**Ernest D. Chu**, author of *Soul Currency*

"This is a magical book that is both powerful and empowering! Howard Falco has delivered an ancient wisdom with a practical modern day application. Imagine unleashing your infinite potential...with the wisdom of *I AM* you will connect to a passion and purpose that will forever change the way you live. *I AM* will help to awaken mass consciousness by leading a discovery of who we really are."

—**Dr. Darren R. Weissman**, author of *The Power of Infinite Love & Gratitude*

From the Author

It is with the deepest sense of honor and love that I present the material in this book to you. It is all the result of a startling experience of transformation that happened in 2002, culminating in the awareness of the very nature of creation, and the mechanics behind the ongoing evolution of the personal experience of life.

One of the biggest initial questions I had regarding this astonishing personal occurrence was, "Why me?", which after much further contemplation became, "Why not me?" Which leads to the most important question in this very moment, which is, "Why not you?"

If I learned anything from what happened to me it is the undeniable fact that this same information is always here for you when you are truly ready for it. How far you take it, embrace it, and integrate it into your life to achieve your desires is yours to decide. However, when you are ready, this awareness will prove to be all that it's been talked about over the centuries of time and more.

So I offer this wonderful information to you. Challenge and question all that you feel necessary along the way. You will know whether or not an understanding is right for you if it "vibes" with you, for your body is a great divining rod of truth. This feeling generally emanates from your heart, and when it happens you are being offered something significant that is above and beyond what your head may have been trying to tell you for years.

I hope you enjoy your revelations of awareness as much as I have enjoyed mine. You are about to embark on an amazing journey of self-discovery where your life and the way you look at it may be about to change

forever. On this journey you will find your ability to understand life and what you're truly capable of manifesting within it to be as limitless as you dare to allow. May your creative experience in this lifetime become more full of love and peaceful because of it.

With endless gratitude & love,
Howard Falco

From the Back Cover

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.

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Howard Falco is a spiritual teacher, speaker and counselor specializing in the creative power of the mind as it relates to the experience of life. lives with his family in Scottsdale, Arizona. More information about his work can be found at Howardfalco.com

Users Review

From reader reviews:

Maria Scully:

In this 21st hundred years, people become competitive in each way. By being competitive at this point, people have to do something to make these individuals survive, being in the middle of typically the crowded place and notice simply by surrounding. One thing that sometimes many people have underestimated the item for a while is reading. That's why, by reading a guide your ability to survive improve then having chance to endure than other is high. In your case who want to start reading some sort of book, we give you this specific I AM: The Power of Discovering Who You Really Are book as beginner and daily reading reserve. Why, because this book is usually more than just a book.

Brian Crafton:

The event that you get from I AM: The Power of Discovering Who You Really Are may be the more deep you looking the information that hide inside words the more you get enthusiastic about reading it. It does not mean that this book is hard to comprehend but I AM: The Power of Discovering Who You Really Are giving you joy feeling of reading. The copy writer conveys their point in selected way that can be understood by anyone who read the idea because the author of this reserve is well-known enough. That book also makes your own vocabulary increase well. Therefore it is easy to understand then can go with you, both in printed or e-book style are available. We recommend you for having that I AM: The Power of Discovering Who You Really Are instantly.

Eliseo Watkins:

Information is provisions for anyone to get better life, information nowadays can get by anyone at everywhere. The information can be a information or any news even a huge concern. What people must be consider when those information which is from the former life are challenging to be find than now's taking seriously which one is suitable to believe or which one the particular resource are convinced. If you receive the unstable resource then you understand it as your main information we will see huge disadvantage for you. All of those possibilities will not happen inside you if you take I AM: The Power of Discovering Who You Really Are as your daily resource information.

Ida Resler:

Playing with family inside a park, coming to see the water world or hanging out with close friends is thing that usually you may have done when you have spare time, in that case why you don't try thing that really opposite from that. A single activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love I AM: The Power of Discovering Who You Really Are, you could enjoy both. It is great combination right, you still desire to miss it? What kind of hangout type is it? Oh occur its mind hangout fellas. What? Still don't understand it, oh come on its named reading friends.

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