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Carlos Zambrano: Over-Shadowed by Greatness

By Kevin Bourassa

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With Kerry Wood, Mark Prior, Greg Maddux and Matt Clement on his staff, Carlos Zambrano has been over-shadowed by other household name pitchers. After today's (May 13th) start, in which Zambrano pitched 8 innings giving up 0 ER and striking out 11 hitters, Carlos Zambrano is now 4-1. On May 7th, Zambrano pitched a 2-hitter against the Colorado Rockies and threw just 97 pitches in the shutout. In Zambrano's last 3 starts (24 IP) he hasn't given up an earned run. In 2 of his 3 starts during May, Zambrano has struck out more than 10 batters. Zambrano hasn't always been this good however.

Signed as a non-drafted free-agent by the Chicago Cubs in 1997, Zambrano was the first player born in the 1980's to play a game for Chicago. In his rookie season he was 1-2 with a 15.26 ERA which is not something to call home about. He then improved on his rookie season with a 3.66 ERA after joining the Cubs in July of 2002. Despite the good ERA, Zambrano only had a 4-8 record. Finally, last season, Zambrano broke out. He posted a 13-11 record with a 3.11 ERA. Zambrano solidified his part in the Cubs staff, and began his quest for stardome.

The Venezuela native has come a long way from being an un-drafted free agent in 1997, and is now a key part of one of the best staffs in baseball. Zambrano's 1.82 ERA is 2nd in the league right now, behind future hall-of-famer Roger Clemens. He has become one of the NL's more dominant strikeout pitchers, and his 46 strikeouts rank 8th in the NL. Zambrano is one of only 6 NL pitchers to have a shutout so far in the season.

Even with these great stats, and even though he has probably been the most impressive starter for the Cubs this season, Zambrano still isn't getting the attention he deserves. If Carlos Zambrano can keep up this amazing start to the season, he will have a great chance to make the all-star team. Soon, fans from all over will know of Carlos Zambrano, and they will mention his name right along-side fellow pitchers like Kerry Wood, Mark Prior and Greg Maddux.

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High Performance Mastery: Top 7 Principles For Transforming Your Business From Mediocre To Great

By Denise Corcoran

In the words of motivational speaker, Les Brown — "You don't have to be great to get started, but you do have to get started to be great." Where do you start to transform your business from mediocre to great?

Below are your top 7 essential ingredients for cultivating greatness within your own business:

1. **KNOW WHAT YOUR BUSINESS STANDS FOR AND LIVE THOSE VALUES.** More than ever, today, customers don't just ask "what products do you offer?" They also ask "what values do you stand for?" What values does your business stand for? What practices have you developed to live those values daily?
2. **KNOW YOUR COMPELLING "WHY."** Viktor Frankl, the great Austrian psychiatrist, said it best: "Success, like happiness, cannot be pursued; it must ensue ... as the unintended side effect of one's personal dedication to a cause greater than oneself." For what "transcendent" purpose does your business exist? How does your business make a difference in your customers' lives?
3. **ALWAYS SEEK THE EDGE.** In 1954, Roger Bannister did the seemingly "impossible" and ran the first 4 minute mile. When asked how he did it, he said "It's the ability to take more out of yourself than you've got." How can you "take more out of yourself than you've got" to achieve the seemingly impossible in your business?
4. **DARE TO BE DIFFERENT.** Contrarians are the change agents in the business world. These wealth-building businesses are not simply "executing better" — they're radically changing the rules of the success game in their field or industry. Where in your business can you break the rules? How can you set yourself apart from the crowd in your industry?
5. **FIND MODELS OF GREATNESS.** Within every industry, every geography, every career path, there are examples of greatness everywhere. Find those people, those businesses that inspire you the most. What is it about them you would like to emulate? What changes can you make today to be like them?
6. **KNOW THE END IN MIND.** Great businesses ****decide**** their future. They are not dictated by it. They know exactly where they want to be, by when, how, and then persist in getting there. What decisions have you made about your business future? What do you need to decide differently in order to have a great outcome?

7. COMMIT TO PERSONAL GREATNESS. Your business is a direct reflection of where you are at. It only grows as quickly as you do. To build a great business, you must commit to your own personal greatness. How do you define personal greatness for yourself? What changes can you make to unleash your own greatness?

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