

FOR IMMEDIATE RELEASE:

New book offers energy, perspective and balance to help inspire self-renewal

Author Matthew A. Forck presents nourishment for the mind and soul in *Check Up From the Neck Up*

COLUMBIA, Mo. - *Check Up From the Neck Up: 101 Ways to Get Your Head in the Game of Life* is the new book from speaker and author Matthew A. Forck. The book is written to be a collection of powerful stories designed to motivate readers to live their best life now.

“I always laugh when I hear the Grinch in that Christmas movie say ‘Stink, Stank, Stunk!’ Yet, unfortunately, that is the way life is for many of us,” Forck says. “We are bombarded with negative news and underappreciated at work and at home. Being stuck in the stink of life means we are losing the best of ourselves: our dreams, passions, goals. To live our best life now, we need to become unstuck, getting our head in the game of life. To do that, we need a steady diet of strong, positive and powerful stories.”

Check Up From the Neck Up seeks to target what the author feels are three of the most vital life traits: energy, perspective and balance, or as he calls it the “EPB zone.” Through a collection of stories, Forck seeks to offer the reader inspiration and knowledge needed to move through the “stink” in life and into “the zone.” Forck strives to illustrate the importance of living one’s life with EPB.

The book is designed for anyone looking to help, give, lead, serve or get results. Forck states, “It’s about the working mom who is burnt out by dinner time. It’s about the young professional who is trying to have her voice heard. It’s for the new manager pulling together a team. It’s for a retiree looking to make the most of those golden years. It’s for you, as you work to create, retain and use your personal energy, gain perspective, and find balance.”

Check Up From the Neck Up: 101 Ways to Get Your Head in the Game of Life is available for sale online at Amazon.com and other channels.

About the Author

Matthew A. Forck is a keynote speaker and industry consultant on key topics in human and organizational performance including leadership, cultural alignment, accountability, safety awareness and employee engagement and motivation. He has achieved his board certification as a Certified Safety Professional (CSP). In 2006, he founded K-Crof Industries, LLC, a speaking and consulting company dedicated to building people by offering them insights, energy and perspective to live their best lives now. Forck has gained a passionate following among Fortune 500 companies, trade associations, and utility and construction companies due to his pioneering concepts on leadership, inspiration and worker engagement. This is the author’s sixth book and his second inspirational book following *GUTSY: Go Until Time Stops You*. Forck’s newsletter can be subscribed to through his website. He currently resides in Columbia with his wife and two children.

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