

The Günter-Principle

How to overcome your inner obstacles

Do you know Günter? Günter is your inner pigdog. He lives inside your head and helps you to avoid stress: "Do it the same way like yesterday!", "That's impossible!", "Better don't start today, start tomorrow!" Günter says. And you don't just avoid stress – you avoid success as well.

Time for better ideas for your inner self talk!

- How can you motivate yourself and others?
- How can you experience happiness – even in tough times?
- How can you unleash your inner power?
- How will your own brain support you?
- And how will you achieve what you want?

As soon as Günter understands the mechanisms of real self motivation, he'll start supporting you:

"Doing something new is fun!", "You can do it!", "Let's get started, right now!" And that will give you and your team more motivation, more energy and more success!

Meet your inner pigdog and make it your friend!



Dr. med. Stefan Frädrich is well known as an expert for successful self-motivation. The versatile trainer and coach is author of several internationally bestselling books, host of TV-shows and an entertaining, charismatic and motivating speaker. He created the popular cartoon-character "Günter, the inner pigdog", a typically German metaphor for inner obstacles and a demotivating self-talk. Dr. Frädrich's seminars "Quit smoking in 5 hours" and "Slim in 5 hours" are held internationally by numerous trainers. Additionally Stefan Frädrich is engaged in various social responsibility projects such as the German society for nicotine prevention or the mentor foundation. He is constantly developing further success-seminars and –books. His goal: to explain complex coherences in a logical, entertaining and motivating way, in order to really make a difference.



The Günter Concept

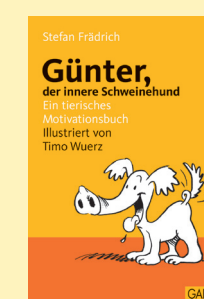
Günter the inner pigdog is your weaker self. He's the persistent voice within that which tries to persuade us not to do sports or to delay duties that are supposed to be done. Günter prefers the easy way and therefore refuses to waste his energy. But how can we cope with this inner troublemaker?

Stefan Frädrich, author and creator of Günter, is giving the answer. He's an expert on healthy lifestyle and holds seminars like "quit smoking in 5 hours".

The Günter books are written concentrating on every aspect of life.



The Günter Principle for a healthy body



Günter, the inner pigdog



Günter becomes a Communication Expert



Günter gets a promotion



Günter quits smoking



Günter is giving a Presentation



Günter loses weight



Günter succeeds



Günter becomes a Sales Person



Günter for pupils



Günter goes to the office



Günter learns how to flirt



Günter becomes fit

Reviews in the German Media

Freundin:

"Actually, you'd much rather chill out in the sun, instead of being stressed out in the office? Stefan Frädrich gives 100 tips on how you can still motivate yourself to go to work."

Welt am Sonntag:

"Stefan Frädrich, the author and Timo Wuerz, the illustrator, know all the tricks with which Günter tries to make our life easier."

Die Welt:

"Fortunately Günter-inventor Stefan Frädrich does not confine himself to simple and banal psychology. His real issue - the change of ingrained behaviors - is pursued chapter by chapter. (...) Good advice - and especially feasible advice. These small changes in ones daily grind should encourage Günter to make changes more easily."

"A lot of practicable good advice! The small modifications in our daily routines help our minds to deal with real change."

Die neuen Bücher:

"Dr. Stefan Frädrich joins in "Günter, the inner pigdog" elements from psychotherapy, communication, self-management and motivational psychology to a perfect mix of 100 practical tips that Timo Wuerz has vividly and aptly illustrated."

RTL:

"Dr. Frädrich's incantations are surprisingly effective."

Cosmopolitan:

"If you want to be successful, you need to be able to sell. Unfortunately that's not always easy. Because something in our mind keeps demotivating us. It whispers in our ears: Leave it alone! That makes no sense! Or: You'll never make it!"

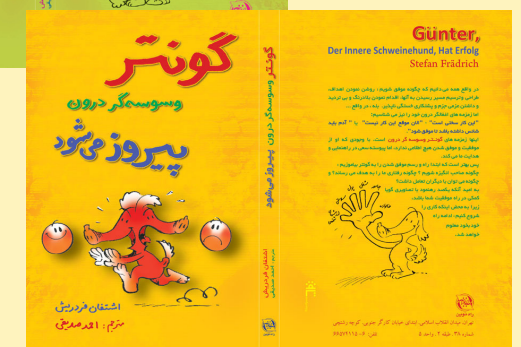
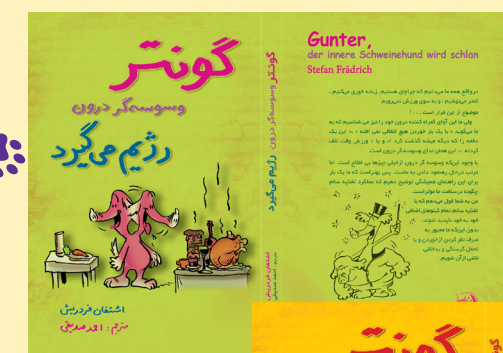
Bild:

"Thanks to trainer Stefan Frädrich [and Günter] I finally got rid of my vice!"



Rights sold to:

- ▷ China
- ▷ Czech Republic
- ▷ Iran
- ▷ Korea
- ▷ Poland



Bestsellers:

Title	Copies sold
Günter, the inner pigdog	90.000+
Günter loses weight	40.000+
Günter becomes a Sales person	35.000+
Günter quits smoking	25.000+
Günter prospers	22.000+
Günter for pupils	18.000+
The Günter Principle	15.000+