



## **Just Two Choices** **....It Is Your Life**

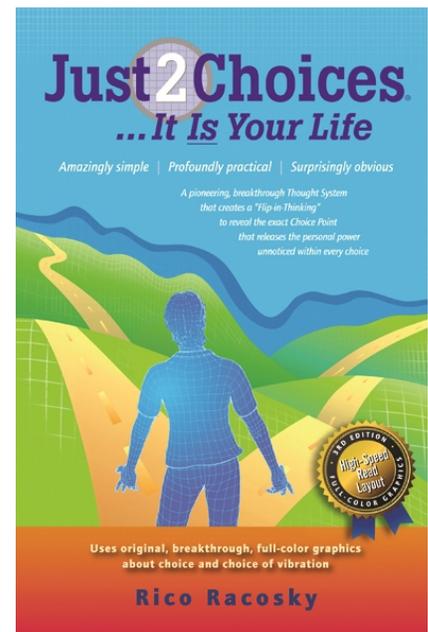
By Rico Racosky

***A Pioneering Breakthrough Thought System That Creates a “Flip-In-Thinking” To Reveal The Exact Choice Point That Releases The Personal Power Unnoticed In Every Choice***

**Turn Your Ordinary Choices into Extraordinary Choices Using Choice Mapping!**

Whether at the controls of a F16 jet fighter—or now at the controls of a sophisticated jet airliner, Rico Racosky knows that every flight choice he makes is based on one of two choices. He may make multiple split-second decisions as he evaluates the instruments in front of him that show the aircraft’s immediate performance of speed, altitude, and navigation, yet each choice he makes ultimately comes down to a “yes” or “no” input decision based on just two choices. From Rico’s point of view, all of life is choice and happens at the speed of choice—a perspective he recently shared at Harvard University as a “choice expert” thought leader guest speaker to Harvard Business School’s Entrepreneurship Clubs.

*Choice* is the heart of his unique and vital new book, ***Just 2 Choices...It Is Your Life***, which is the forefront of what promises to be a global movement, the “Choice Revolution™.” The book uses a simple, step-by-step system of thought that shows people how to *instantly* transform their daily, ordinary choices into those powerful extra-ordinary choices that create an extraordinary life! ***Just 2 Choices*** un-complicates and demystifies “choice” and shines the bright light of crystal clear thinking to illuminate a path to success for the reader. After all, what keeps most people stuck in life is failing to make Conscious YES Choices, thus allowing their default choice—the NO choice, the one representing the “same old choice” --to continue to run their lives over and over every day.



Racosky’s original and pioneering 110-page book, generously illustrated with full color charts and graphics, may not seem like a revolution, yet it is. It makes people think about making every choice an opportunity for growth, adventure, transformation, learning and abundance. As a result, it clearly reveals the high personal cost of simply doing nothing and letting one’s everyday, existing default choice define the limitations of one’s life. As Rico points out, “Choice is unavoidable in life, for not making a choice is still a choice. Every choice counts and Just 2 Choices shows you how to harness the enormous personal power that too often goes unnoticed in every choice so you transform your life—starting instantly with your very next choice.”

Racosky notes that for centuries the *power* of the word “choice” has been overlooked because it is continuously presented in writing and speaking as merely an intellectual construct that is invisible to the eyes and mind. In reality, the word “choice” is the *crowning jewel* of our language because choice “activates” *everything* in life instantly, and Rico’s book has created a precise, visible, visual format where readers can literally see and track every choice facing them in a way that reveals the true quality and impact of each. Each illustration, each exercise in the book, clearly paints a picture that shows the reader the “just two choices” being faced--to realize that continuing to choose the status quo is just as much a choice as saying “yes” to a new path. And it’s the new path that leads to a fully realized life.

““Thanks to the brilliant, groundbreaking works initiated in the 1930s by visionary legends like Norman Vincent Peale, Napoleon Hill, Dale Carnegie, and others, we now stand on the shoulders of these giants, able to see beyond that positive-thinking era,” says Racosky. “We are now into the ‘Choice Revolution’ era, because we now see that positive thinking is first and foremost a choice, as is evidenced by the new science of epigenetics which shows that your choices impact your DNA.” And to bring it into people’s consciousness, this book provides visual tools such as *Choice Mapping* to literally track the impact of one’s choices. Furthermore, **Just 2 Choices** clearly demonstrates to people how to own their choices by putting the preamble of “I choose to...” before each action and intention, such as “I choose to... take action” or “I choose to... have a great attitude” or “I choose to... be motivated.”

Stated from the Choice Revolution point of view, this book is like a personal “Declaration of Independence” that shows the reader how to make a simple, yet powerful shift in choice making skills that will liberate oneself from stagnancy and “same old, same old” in life, using another visual tool called a “Flip-in-Thinking.” It does so by visually showing the *new, alternative or contrary choice* from what one has done in the past, thus creating an open gateway to personal empowerment that leads to a life lived according to one’s real dreams and aspirations. In addition, two of the graphics are patented, and show a “choice process” to assist the reader in sustaining his or her life-changing choices for creating the NEW Story of one’s life, rather than constantly reliving the OLD story.

**Just 2 Choices** was “an accidental discovery.” While working with primarily 4th and 5th graders for nearly 20 years on his days off from flying, Rico found himself frequently saying the phrase that “...there are Just 2 Choices of action. One choice will take you closer to your dreams and goals... the other choice will take you farther away. Which choice of action will you take?” After saying “Just 2 Choices” over and over for all those years to the children, Rico thought the phrase would have great applicability to working with grown-ups. So he literally “wrote the book on choice”—a book that’s entirely dedicated to and pioneers the topic of choice in a visual format.

**Just 2 Choices** is part picture book, part workbook and part hard truth-reality check for those people who are ready to break through to the next level—and take back their lives. It turbo charges the choice-making process and rapidly accelerates movement along the pathway to one’s dreams. An amazingly simple, profoundly practical and instantly life-transforming idea that reveals how choice is primal and binary, and encourages its readers to start their own little Choice Revolution to “revolutionize” their daily choices to “revolutionize” their lives for the extraordinary. After all, choice is life—and life is choice. For more information, go to [www.just2choices.com](http://www.just2choices.com)

**Just 2 Choices**, priced at \$14.95, is available from Amazon.com.

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**Title** Just 2 Choices...It Is Your Life

**Author:** Rico Racosky

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**ISBN 10:** 0 9747200 0 4



## Rico Racosky Biography



Rico Racosky's early life was a very active combination of his love of all things aeronautic and his passion for art. So it might not come as a surprise that both of these "visual careers" are still playing out in his life in a major way--in his dual careers as a former fighter-pilot-now-airline-pilot and as an author/publisher of multiple graphically-original books, that quickly and clearly explain life through visuals rather than mere words. Starting at the age of two, Racosky is captured in a photo creating an airplane from wooden clothespins. A few years later he had graduated to building model airplanes. And when he wasn't doing that, he was creating skilled nature and landscapes. Faced with a choice of whether to attend college to pursue commercial art and graphic design, or aviation, he applied to schools for each. And when a spot in aviation opened up, he took it, relegating art to a hobby--for the moment.

He went on fly F-16s and several other jets for the U.S. Air Force for several years before currently flying as a pilot for Southwest Airlines. Along the way on his days off from being a pilot, his life expanded into being an author, speaker, and inventor. One day when he was invited to address a

group of high school students, he made an "accidental discovery"—a flash insight came for a series of very successful books on goal setting and positive choice for kids in grades 4-12 using a simple formula that he wrote on the chalk board that day--  
dreams + action = Reality®. Over several years, this dream became reality through his first three books:

- d+a=R (for high school students)
- Go Vertical! Life Has No Ceiling (for middle school students)
- dreams + action = Reality®. (for elementary school students)

Not surprisingly, these books are infused with Racosky's vivid artistic sense of design and visual explanations, which tie in with aviation's precise use of instruments—visuals in the cockpit—that instantly give the pilot the immediate feedback to performance. This visual connection between art and aviation led Rico to invent and patent graphics that precisely pinpoint the "performance" of every person's choices with immediate feedback so they can quickly get on the path of positive choice and sustain that new positive direction—for a lifetime.

**Just 2 Choices®—PIONEERS the NEW VISUAL WAY—of Learning & Understanding "Choice"**

• VISUALS are processed 60,000X faster than TEXT  
 • 90% of information transmitted to brain is VISUAL

**MORE THAN A MENTAL CONCEPT**

You **LITERALLY SEE CHOICE** as a VISUAL-IMAGE that is a Clear-cut Reminder

With Just 2 Choices — you can **LITERALLY**:

- 1) SEE how every CHOICE "activates" your life
- 2) SEE a VISUAL of the QUALITY of every choice
- 3) SEE a VISUAL that "tracks" every choice
  - Immediate • Clear-cut • Precise
  - Predictable • Unmistakable
  - Exact

**Rather Than:**  
Using the Centuries-OLD WAY of Learning the WORD "C-h-o-i-c-e" as merely a MENTAL CONCEPT

**AS MERELY A MENTAL CONCEPT**

**CHOICE as a WORD**

choice	choice

**Word-by-word... SLOW**

- Less clear
- Less precise
- Less accurate

**TODAY—How people Learn "choice"**

- 1) as a WORD c-h-o-i-c-e
- 2) as a MENTAL CONCEPT

The “accidental discovery” of the formula finds its highest achievement in Racosky's new book ***Just 2 Choices...It Is Your Life***, a pioneering liftoff for a global movement for empowered choice making. And the graphic illustrations in the book are more than “just pictures.” They are the core methodology to understand and implement an entirely new way of living—opening the door wide for the reader to a whole new world of the extraordinary life possible when one lives consciously, choice by choice in the Now. Rico calls this a Choice Revolution, where people learn to “revolutionize” their daily choices and in turn “revolutionize” their lives. Using his visual imagery, instead of just words, Racosky demonstrates the power of Choice Mapping in a way that creates simple instantaneous clarity. ***Just 2 Choices...It Is Your Life*** is the perfect blend of Racosky's analytic skills and logic that have been honed in aviation and his intuitive insights brought forth through art and design.

Recently at Harvard University, Rico was a featured speaker on his pioneering, primal and binary ***Just 2 Choices*** system of thought and the Choice Revolution. Racosky holds a BS in Management from the United States Air Force Academy and an MS in Systems Management from the University of Southern California.



## On Air Introduction

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***Just 2 Choices*** is the end result of a new awareness that dawned during a presentation Racosky made to elementary school children on goal setting and positive choices. After writing three books for grade school and high schoolers, he considers this new book the world's next level beyond personal growth and the start of a global movement for people ready to accelerate their lives through a personal Choice Revolution. A former fighter pilot of Air Force F-16s, now commercial airline pilot, author and inventor, Racosky is ready for his next rocket-fueled takeoff with ***Just 2 Choices***.



### Questions for Rico Racosky

1. Using the philosophy of Just 2 Choices, you talk about how—in each moment— there are just two choices... It seems like in each moment there are many more than just two choices—could you give us some insight into that idea?
2. Is it true that you came across this idea of Just 2 Choices while working with elementary school children in the 4th and 5th grades when you were teaching programs on how to set goals and make positive choices?
3. You see choice as what you call the “New Frontier” of personal growth. Why do you liken choice to being a New Frontier, since CHOICE has always been a part of daily life?
4. The idea of choice has been around for centuries. What is it about Just 2 Choices that makes it pioneering and breakthrough?
5. Referring to the common idea of people feeling “stuck” in life—be it with an issue of health, relationships, finances, career, etc.—what do you mean when you say “You are only ‘stuck’ once?”
6. You say that choice is “primal” and “binary.” Could you give us more insights into how choice is primal, as well as how it is “binary”? What does that truly mean?
7. You say that choice “activates” every person’s life—instantly. Could you explain how that relates to some of today’s common ideas and phrases used to “pump” people up like “Take action!”, “Get motivated!”, or “Have a great attitude!” and so on?
8. For over the past year, you have been doing a “Choice Survey” with people on the street as well as with some well-known people like *NY Times* bestselling author on relationships Dr. John Gray, Dan “Rudy” Ruettinger of the movie RUDY, *NY Times* bestselling author on finances Robert Kiyosaki and others. In your Choice Survey, you ask people their perspective on “What percentage of life is choice—and what percentage of life is circumstance?” What are you discovering about choice and peoples’ perspectives?
9. We understand that you are “Choice Mapping” those results of your Choice Survey. What does that Choice Map look like?
10. Along your journey over the years of discovering more and more about the huge power within each of our choices, which typically goes unnoticed, you came across the relatively-new science of EPIGENETICS. How does choice fit in with this new science?
11. You say that the phrase “Just 2 Choices” has been stated in many different ways over the centuries. Can you give us some examples of how William Shakespeare, Albert Einstein, Mother Teresa, NASA, and even our computers all say “Just 2 Choices”?
12. With your Just 2 Choices philosophy you say that any person’s “Happiness” is as close as his or her very NEXT choice—because “Happiness” is a CHOICE, not a “thing.” Could you give us some practical examples of that?

- 13.** What do you mean when you say that the Just 2 Choices philosophy “levels the playing field—for everyone—in life”?
- 14.** You encourage people to start their own personal “Choice Revolution” to improve the QUALITY of their lives—such as in their health, happiness, relationships, finances... So first, what do you mean by “Choice Revolution” and second, can you give us a few simple and practical techniques that our listeners can use to start their own “Choice Revolution?”
- 15.** So... are you saying that if we learn how to improve our “choice-making skills,” that is, our ability to make better or ever-improving choices—THEN we can improve the quality of our lives (with those choices / using those choices?)
- 16.** Please talk about what you mean when you say that “life is a seamless sequence of choices”—as it relates to the great number of choices that all of us have in our lives every day.
- 17.** You seem to imply that we have the tendency to “overlook” choice—or not be as AWARE of the great number of choices that we really DO have every day in front of us. In other words, we don’t even realize we’re “overlooking” choice?
- 18.** You use the phrase: “Just 2 Choices Moments”—could you please tell us more about what you mean by “Just 2 Choices Moments” and where do we see them in our daily lives so we can become more aware of them?
- 19.** Could you share with us two or three of simple and practical, Just 2 Choices techniques that we could use to immediately improve the quality of our lives—RIGHT NOW—that would help anyone to turn ORDINARY, everyday choices into EXTRA-ORDINARY CHOICES... every day?
- 20.** In your book you have two patented scales—known as the Emotional-Vibrational Color Scale or “EVCS”—that allow anyone to actually measure the quality of any choice instantly. Could you explain how you came up with these scales and how to use them?
- 21.** You see a connection between choice and living in a world of vibrations. What do you mean when you say, “...Speaking in the Language of Vibration...?”
- 22.** You view life as having four building blocks that ALL people—everywhere on the planet—use to create everything in our lives! Could you share those four Building Blocks with us?



## Learn More

### Book

#### ***Just 2 Choices: It Is Your Life***

- By Rico Racosky (RocketFuel Publishing; Softcover & e-book)  
\$14.95, At [www.Just2Choices.com](http://www.Just2Choices.com) and Amazon.com  
FREE DOWNLOAD—FOR MEDIA REVIEW ONLY—PRIVATE PREVIEW  
<http://Just2Choices.com/mediapreview>

### Presentations

- July 2016: Harvard Business School Entrepreneurship Students Club  
—Business Expert Forum at Harvard Faculty Club  
*Just 2 Choices: The Choice Revolution*, <https://youtu.be/vWJsFyKTOeM>
- October 2016: West Point (US Military Academy)—Leadership Forum  
*The Just 2 Choices of All Leadership*
- Appearing with Apollo 11 Astronaut Buzz Aldrin (USMA graduate)

### Articles—Blog

- Just 2 Choices Links Epigenetics to a Choice Revolution in Personal Development  
<http://just2choices.com/epigenetics>

### Interviews—Listen

- Rico Co-hosts Just 2 Choices Radio Interviews —syndicated on 120 +stations worldwide—on Total Education Network with Neil Haley  
--2015: Dr. John Gray, Dana Liesegang, Robert Kiyosaki, and more...  
--2016: Dee Wallace, Roger Staubach, Dan “Rudy” Ruettiger, and more...

### Awards

- 2012 USA Best Book Award Winner: *Self-Help / Motivational*

### Social Media

- Twitter/@Just2Choices
- Facebook.com/Just2Choices
- LinkedIn.com/RicoRacosky