



# 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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**I AM: The Power of Discovering Who You Really Are By Howard Falco Bibliography**

- Sales Rank: #88366 in eBooks
- Published on: 2010-09-02
- Released on: 2010-09-02
- Format: Kindle eBook



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### Editorial Review

#### Review

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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. 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 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.

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. He lives with his family in Scottsdale, Arizona. More information about his work can be found at [HowardFalco.com](http://HowardFalco.com)

## Users Review

### From reader reviews:

#### **Kimberly Thibault:**

Book is to be different for every single grade. Book for children until finally adult are different content. To be sure that book is very important for all of us. The book I AM: The Power of Discovering Who You Really Are ended up being making you to know about other understanding and of course you can take more information. It is extremely advantages for you. The publication I AM: The Power of Discovering Who You Really Are is not only giving you more new information but also being your friend when you feel bored. You can spend your current time to read your guide. Try to make relationship while using book I AM: The Power of Discovering Who You Really Are. You never really feel lose out for everything in the event you read some books.

#### **Andrew Hulbert:**

Spent a free time and energy to be fun activity to do! A lot of people spent their leisure time with their family, or their own friends. Usually they performing activity like watching television, about to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Could be reading a book might be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the reserve untitled I AM: The Power of Discovering Who You Really Are can be good book to read. May be it could be best activity to you.

**Ana Smith:**

You are able to spend your free time to see this book this book. This I AM: The Power of Discovering Who You Really Are is simple to bring you can read it in the park your car, in the beach, train in addition to soon. If you did not have got much space to bring the particular printed book, you can buy the e-book. It is make you quicker to read it. You can save often the book in your smart phone. So there are a lot of benefits that you will get when you buy this book.

**Carlos Tabor:**

Do you like reading a publication? Confuse to looking for your selected book? Or your book had been rare? Why so many issue for the book? But just about any people feel that they enjoy intended for reading. Some people likes studying, not only science book but also novel and I AM: The Power of Discovering Who You Really Are or others sources were given expertise for you. After you know how the good a book, you feel would like to read more and more. Science book was created for teacher or even students especially. Those guides are helping them to increase their knowledge. In some other case, beside science publication, any other book likes I AM: The Power of Discovering Who You Really Are to make your spare time a lot more colorful. Many types of book like here.

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