

FREE CHAPTER SAMPLER · MOMENTUM SHIFTERS EDITION

The Momentum Decision

Stop Sinking. Start Moving.

How one decision breaks you free from Mental Quicksand —
and the framework built inside 352 real days of adversity.

FOREWORD BY DR. WILLIE JOLLEY

Hall of Fame Speaker · Bestselling Author of *A Setback Is a Setup for a Comeback*

By C. Eric Collier

“The Mayor of Motivation”

Book launches Tuesday, October 6, 2026 · Amazon

cericcollier.com

MOMENTUM SHIFTERS · FREE COMPANION

A WORD BEFORE YOU BEGIN

Welcome to the Momentum Shifters.

You said yes to something before most people even knew it existed.

Thank you for stepping into this community. What you're about to read is the actual opening of The Momentum Decision — the Foreword by Dr. Willie Jolley, the Prologue that names the season this book was written inside, and the Quick Reference for the 7 Pillars framework that anchors everything after it.

This is not a marketing sample. This is the real book. Same words, same pages, same voice you'll find on Amazon when it drops on Tuesday, October 6, 2026.

Read it when you have a quiet fifteen minutes. Not on the bus. Not at a stoplight. In the chair, with coffee. If it lands, the rest of the book is going to land harder — and you'll know exactly why I've been telling everyone this book exists.

One more thing before you turn the page: if what you read here names something you've been living, forward this PDF to one person in your life who's in a season that's hard to name. That's how the movement grows. One person hands the language to the next.

That's the whole ask. Now—let's move.

— *Eric*

C. Eric Collier · The Mayor of Motivation

FOREWORD

By Dr. Willie Jolley

Global Influencer · Hall of Fame Speaker · Bestselling Author

Every now and then, you meet someone whose journey reminds you why you do the work you do. For me, C. Eric Collier is one of those people.

I first encountered Eric when I was invited to speak at a conference in Alexandria, Virginia. I had no idea that the words I shared that day would become a turning point in someone else's life, who would go on to change many other people's lives. But Eric has since told me that when I finished speaking, something shifted inside him. He went home that night and told his wife that he was officially committing himself to becoming a motivational speaker. And he acted on it. And now he has a powerful new book that will help you to act on your goals and dreams and make them happen now.

What I love about Eric's story is that he didn't simply hear a message and think about it — he moved on it. That is the difference between nice thoughts that feel good for a moment and inspiration that produces transformation.

Eric doesn't write about momentum from a mountaintop looking down at people who are struggling. He writes as someone who has been in the valley. He knows what it feels like to be stuck, to face uncertainty, and to wonder what comes next. Most importantly, he discovered that sometimes the greatest breakthrough begins with something that sounds incredibly simple: You must decide, and then act on that decision.

Eric calls the place where fear, self-doubt, uncertainty, and old stories keep us stuck Mental Quicksand. I love that metaphor because quicksand can be deceptive. You can step into it almost innocently, only to discover that the harder you struggle without understanding what is happening, the deeper you sink. Life can be like that. One disappointment becomes another. One rejection becomes a belief that maybe we aren't good enough. One setback becomes a story about who we are.

Eric's message is clear: You might be in a bad place now, but you don't have to stay there. I have spent much of my career teaching that A Setback Is a Setup for a Comeback. But recognizing that a setback can become a setup is only the beginning. At some point, you must decide.

FOREWORD (CONTINUED)

Eric's journey includes a 352-day layoff and financial struggles that forced him to make difficult choices. Yet rather than allowing that season to define him, he used it as fuel for growth. Think about that. A year can feel like an eternity when you're waiting for something to change. But sometimes the thing that needs to change first is you — your thinking, your perspective, your belief, your willingness to act, and your willingness to keep going.

You start with one small step, then you take another, then another, and keep going until you get momentum. And then — and this is critical — you must learn how to sustain the momentum once you have it. Eric and I discussed this when I appeared on The Momentum Shift podcast and radio show. We talked about overcoming setbacks and pursuing your dreams, but we also explored the harder question: How do you keep the momentum going day after day?

The answer is ongoing motivation. Start your day with the pure, the powerful, and the positive.

This book gives you those elements consistently throughout.

There are people reading this book who are stuck in careers they no longer love. Some are stuck financially. Some are stuck emotionally. Some are stuck because they are afraid to fail. And some are stuck because they are afraid to succeed. If that is you, hear this: You are not finished.

Your current chapter does not have to be your final chapter. You may have experienced a setback, but the setback does not have to become your identity. You may have lost momentum, but you can begin again.

Eric made his Momentum Decision. Now it's your turn. Make the decision. Take a step. And then another... and commit to keep moving forward. Even when you fail, fail forward. Your story is not over.

Your best is yet to come.

— **Dr. Willie Jolley**

Bestselling Author of *A Setback Is a Setup for a Comeback* and *Rich Is Good, Wealthy Is Better* · Host of The Willie Jolley Wealthy Ways Show on SiriusXM

PROLOGUE · THE CALL

The Call

November 2013 — November 2014

The week before Thanksgiving 2013, the ground gave way.

I lost my job. Government contract. Thirteen years into the second act of my career — after a decade in uniform between the Army Reserve and the Navy, after walking out of the military in 1999 and building an entirely new life in the DoD contracting world, it happened — I got laid off. The kind of role you build a life around. The kind that lets a man like me — veteran, cleared, credentialed, a career of showing up — believe he has finally arrived. One conversation, one signature, and the floor was gone.

I didn't know it yet, but I had just walked into three hundred and fifty-two days of Mental Quicksand.

I want you to understand what that means, because if you picked up this book, some version of it is happening to you right now. Maybe you're not counting days. Maybe you're counting mornings you can't get out of bed, or nights you can't fall asleep, or Sundays where you dread Monday so hard your chest hurts before the alarm goes off. Whatever it is, you know the feeling. Something is sinking, and the harder you thrash, the deeper you go.

Here is what mine looked like.

Job offers came in and then got rescinded. Not one. Multiple. I would celebrate on a Tuesday and be numb by Friday. I sent résumés into a void. I took calls that led nowhere. I drove to interviews that felt like auditions for a role that had already been cast.

The utilities got threatened. Some got cut off. I remember the specific silence of a dark house where the power has been shut down — the way the refrigerator stops humming and you notice, for the first time in your life, how loud that hum actually was. I remember standing in that silence with my wife and my kids and thinking, how did the man who has given more than twenty years to service end up here?

PROLOGUE · THE CALL (CONTINUED)

The foreclosure pressure started. Letters. Certified mail. The kind of envelopes you learn to recognize by the color of the stripe before you even open them. Bills sat piled on the stairs: bills I could pay, bills I couldn't, and bills I would pretend to have never seen. That third group grew every month.

And the phone. Lord, the phone. It rang and rang and rang. Bill collectors, some polite, some not. Some who called at dinnertime because they knew that's when someone would be home. Some who called at 8 a.m. because they knew that's when your defenses are lowest. I would let it ring, and then I would answer it, and then I would explain my situation clearly, honestly, respectfully — and hang up feeling like a smaller man than I was thirty minutes before.

That's Mental Quicksand. It isn't just being broke. It isn't just being unemployed. It's the internal wrestling match between the person you have been your whole life, and the person circumstances are trying to convince you that you are. Every ring of the phone is another vote for the wrong person.

And for months, I let it vote.

I have to tell you what kept me alive during those months, because I don't want you to think I was some kind of iron-jawed stoic. I wasn't. I was a man with a family, a mortgage, a mailbox full of certified letters, and a pride that took hits every single day.

What kept me going were three voices — and my wife, and my kids, and God — but the three voices came through my headphones.

Les Brown. "It's Possible." "It's Not Over Until I Win."

Norman Vincent Peale. "How Successful People Always Get Positive Results."

Earl Nightingale. "The Strangest Secret." "Acres of Diamonds."

PROLOGUE · THE CALL (CONTINUED)

I played them in the car on the way to interviews I wouldn't get. I played them when the weight on my shoulders felt even heavier. I played them in the early morning when the house was quiet, and the certified letters were still stacking up on the stairs. Those men, two who had never met me and never would, kept a fire lit in me that my own circumstances were trying to blow out.

I didn't know it then, but I was already doing what this book is going to teach you to do. I was already refusing to let the quicksand write the ending. I just didn't have a name for it yet.

I also had one other thing, and I'm going to be honest with you: I did not want my family to see me broken. I did not want my kids to grow up remembering the year Dad came apart. I wanted them to see a man who absorbed the hit and kept moving, even when moving was crawling. That vision — my family living a better life than the one we were living in that moment — was a kind of gravity that kept pulling me forward when everything else was pulling me under.

And I had God.

Somewhere in the middle of that season, an old gospel song lodged itself in my chest and would not leave. Every line felt like it had been written about my life. I must have played that song a thousand times. And somewhere in the repetition, it stopped being a song and became a practice. Every time a setback hit — a rescinded offer, a certified letter, a phone call I didn't want to answer — I stopped calling it a problem. I started calling it an opportunity. A test. A challenge to grow. I would look up to the sky, point one finger up, and say out loud:

“Lord, I know You’ve got me. Thank You for this opportunity, this test, this challenge to move me to my next level. In Jesus’ name, I thank You. Amen.”

PROLOGUE · THE DECISION

That practice did not make the bills go away. It made me stop drowning in them. It reframed what was happening to me from punishment into preparation. From storm into tuition.

But even with all of that — the voices in my headphones, the vision of my family, the finger pointed up at the sky — I was still sinking. I was doing everything I knew to do, and I was still sinking.

Until one afternoon, on a phone call I did not want to take, the thing finally shifted.

I had spoken to this particular bill collector the day before. At length. I had explained the layoff. I had explained what I could pay and when I could pay it. I had asked for grace, for a payment plan, for anything that resembled being treated like a human being with a family and a history and a plan. He had listened. He had said the things they say. We had ended the call cordially.

The next day, the phone rang. Same company. Same voice.

"Mr. Collier, when are you going to pay us?"

Something in me broke open. Not sadness. Not shame. Not even embarrassment. Something older than all of those.

Anger. And fed up.

Not at him. At the situation. At the year. At every certified letter and every rescinded offer and every silent refrigerator and every ring of that phone. At the fact that I had done everything right for more than two decades and this was where I had ended up.

I was done.

I heard my own voice come out of my mouth and it was steady in a way I had not been steady in almost a year.

PROLOGUE · THE DECISION (CONTINUED)

“When I get the money, I’ll call you. Until then, don’t call me back.”

I hung up.

I turned to my wife, who had been standing next to me listening, and I said something I had never said out loud in my life.

“From here on out, we’re not answering the phone. We’re not worrying about these bills. We are only going to focus on what we can control. Everything else can roll. Whatever it’s going to do, it’s going to do.”

That was it. That was the decision.

That was the moment the sinking stopped.

Not because the bills disappeared. They didn’t. Not because the phone stopped ringing. It didn’t — for months. Not because a job offer came through the next morning. It did not.

The sinking stopped because for the first time in three hundred-plus days, I stopped fighting things I could not control and started pouring every ounce of what I had left into the things I could. And slowly — not fast, not miraculously, but slowly — the ground came back up under my feet. We did not lose the house. The offers eventually came, and the right one stuck. The utilities came back on. The phone got quieter. The certified letters thinned out. And the man who walked out of that year was not the same man who walked into it.

The man who walked out was carrying a framework.

PROLOGUE · THE FRAMEWORK

He didn't call it a framework yet. He just knew what had worked. He knew that the shift had not come from a miracle, or a mentor, or a windfall. The shift had come from a decision. One decision, made on one ordinary day, that changed the direction of everything downstream.

That decision is what this book is about.

I'm going to teach you what I learned. Not from a stage. Not from a highlight reel. From the floor. You will learn how to see the gap, name the destination, absorb the hit, make the move, build the belief, find your corner, and multiply the vision.

Seven pillars. One decision. A framework I would have paid anything to have during those 352 days, and that I am now handing to you before your quicksand runs that long.

But before we get to any of that, I need you to understand one thing:

You are not stuck.

You are in Mental Quicksand.

And the moment you stop thrashing against the things you cannot control and start pouring yourself into the things you can — the sinking stops.

THE 7 PILLARS · QUICK REFERENCE

Your map for the journey ahead.

Return to this page whenever you feel stuck.

This book is built on seven pillars. Each one is a move in the same process: rising up, rebuilding, and becoming limitless.

PILLAR I**See the Gap**

You can't shift what you won't see.

Look honestly at the distance between where you are and where you know you could be.

PILLAR II**Name the Destination**

Direction beats effort.

Get clear on where you are going. Vague effort produces vague results.

PILLAR III**Absorb the Hit**

Setbacks aren't the end. They're the data.

When the blow lands, extract the lesson and keep your feet.

PILLAR IV**Make the Move**

One decision changes everything.

Name it. Claim it. Take one visible action within 72 hours.

PILLAR V**Build the Belief**

Confidence is earned in the reps.

Stack small kept promises until your nervous system believes you again.

PILLAR VI**Find Your Corner**

Nobody wins alone.

Build a small circle that tells you the truth and raises your standard.

PILLAR VII**Multiply the Vision**

Grow yourself. Then grow others.

Hand off what you have learned. Momentum that stays in you dies with you.

GUIDING RULE

Momentum returns fastest at the weakest link.

Strengthen the pillar with the lowest energy first.

PART I • THE QUICKSAND

Pillar I — See the Gap

“You can’t shift what you won’t see.”

The Silent Distance Between Who You Are and Who You’re Meant to Be

You just read about the 352 days.

Now I want to talk to you about what those days were actually teaching me — because the lesson is not what most people assume, and it’s the first move of this whole framework.

There is a space between the life you are living and the life you know you are capable of living.

That space is the gap. You can feel it when you look at your current reality and quietly wonder, “Is this really it?” On paper, things may look fine — steady job, family, routine, checked boxes. But inside, there is a tug. A sense that there is more in you than what your days are demanding.

That tension is not a sign that something is wrong with you. It is evidence that something more is possible.

The gap is not a punishment. It is an invitation. It is the space between your current identity and your next-level self — the version of you that has been calling your name for years.

Many people stand at the edge of that gap and convince themselves they are missing something: the right talent, timing, money, or connections. They assume other people were given better “equipment.” But what if the real gap is not what you lack, but what you have not yet used?

TO KEEP READING...

The book drops October 6, 2026.

You just read the Foreword, the Prologue, the 7 Pillars reference, and the opening of Pillar I — See the Gap.

The full chapter continues with the Gap Identification Worksheet, the Real Moment from Eric's journey after the 352 days, and the first exercise that makes the framework yours.

Then Pillars II through VII. Then the Momentum Toolkit.

YOUR NEXT MOVE • BEFORE OCT 6

Grab your copy on launch day.

Available in Kindle, Paperback, and Hardcover on Amazon.

First 500 Momentum Shifters get a signed copy at launch.

→ **cericcollier.com • Momentum Shifters community**

→ **Tuesday, October 6, 2026 • 8:00 AM ET launch**

C. ERIC COLLIER • THE MAYOR OF MOTIVATION

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*Foreword by Dr. Willie Jolley — Hall of Fame Speaker •
Bestselling Author of 'A Setback Is a Setup for a Comeback'*