



Welcome to the Front Row Moment Experiment. Thank you for downloading the quick start guide. It is designed to make it easy for you to capture and share your front row moments. We are excited for you to join us.

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A **#FrontRowMoment** is a moment that matters, no matter how big or small. It can happen anywhere and at anytime. It's what our Chairman, Andrew Smallwood, calls a "hands up moment." It's a YES moment. It's a moment that counts. It could be watching the sunset, playing with your kids, holding hands or jumping from a plane! They are moments you create or appreciate.



Welcome to the Front Row Moments Experiment Quick Start Guide

Step 1: *Decide how long you want to run the experiment*

You choose—8 days, 8 weeks or a lifetime. What length of time would be most impactful for you?

We encourage you to commit to a minimum of eight days. However, it has been documented that it can take two months or longer to make a new habit that sticks. In the end, you decide your optimal length of time to run the experiment.

Step 2: *Starting today, document your first front row moment*

Consider asking yourself what front row moment can I recognize or recreate right now? *A front row moment is a moment that matters, no matter how big or small. It can happen anywhere and at anytime.*

Don't forget to share your moment with us. Our community is most active on Facebook. By using the hashtag #FrontRowMoment you can search hundreds of other posts for inspiration. We encourage you to cheer on other moment makers by "liking" and commenting on their posts.

Step 3: *Create an empowering environment to help you stay on track*

Print some or all of the posters in your quick start kit and put them somewhere you'll see them each day. We've even left space for you to write your answers to the questions! This also makes for a great family or office activity where others can write their answers also.

To help build the habit of recognizing or creating front row moments, I suggest you add it to your to do list, create a recurring appointment in your calendar, or draw a note with dry erase marker on your bathroom mirror—whatever it takes!

Finally, we've given you a "tracker sheet" to document your front row moments each night. Putting this on your nightstand is a great way to ensure you capture at least one front row moment before you call it a night!

Step 4: *Invite someone to join you*

Choosing to have an accountability partner will help you maximize this experience. Not only is it more fun to share your front row moments with others, it's more effective for everyone.

Who do you know that would be game to join in? Invite them today. PS. When you share your photos online, make sure to tag your accountability partner!

The Moment Maker's 3 Essential Daily Questions

- 1) **In the morning:** *What front row moments do I want to experience today?*
- 2) **During the day:** *What front row moments can I recognize or create right now?*
- 3) **In the evening:** *What front row moments can I celebrate today?*

In the morning

- ✓ Set your intentions to both recognize and create great moments.
- ✓ Ask future-focused questions, which set the stage for great moments to occur.
- ✓ Play with the questions and see what feels good to you.

*Remember it's the essence
of the experiment that matters most—
you being a moment maker*

- ✓ Design questions that make you come alive!

Questions to consider asking—

- » *What would make today great?*
- » *What would an ideal day look like?*
- » *Who can I serve today?*
- » *How will I make the most of each and every moment?*

During the day:

- ✓ Look to recognize and create the brilliance and opportunity in each and every moment.
- ✓ Fully embrace the power of the present moment.
- ✓ Continually ask powerful questions, which changes the lens by which you see the world.

Questions to consider asking—

- » *What is great about this moment?*
- » *How could I make this moment even better?*
- » *How can I elevate this moment for the benefit of everyone involved?*

In the evening:

- ✓ Bring attention to the gift in each moment so you learn and grow.
- ✓ Look back and relive great moments to further anchor them into your memory.
- ✓ Bring the power of the past into the present moment.

Questions to consider asking—

- » *What was great about today?*
- » *What can we celebrate?*
- » *What were the highlights?*
- » *What were the gifts in the challenges?*



THE FRONT ROW POSE

In the book and on Facebook, there are pictures of people putting their hands up and striking a “front row pose.” The symbolism of pointing your fingers to the sky, arms in the shape of a “V” demonstrates the powerful emotions often felt during front row moments.

Within our community, whenever a picture is taken, someone will undoubtedly say “FRONT ROW!!!!” and the hands all go up.

Over the past 11 years, this has become an iconic pose for front row pictures—from recipients to donors and everyone in between.

We’ve had people send in pictures from more than 30 countries around the world, celebrating front row moments in their lives. We’ve seen front row pictures of people doing everything from scuba diving to skydiving—from running with the bulls to running marathons. We’ve even seen this pose come alive digitally, where you might see—\o/—as another way to communicate “congrats, awesome or way to go.”

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During your front row moment experiment, we invite you to join in, snap a few “hands up” pictures and share them with us in the Facebook group ([FrontRowFactor.com/facebook](https://www.facebook.com/FrontRowFactor.com)) and on your favorite social media account using the hashtag #FrontRowMoment.



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[frontrowfactorbook.com](https://www.frontrowfactorbook.com)



What were my Front Row Moments today?

A front row moment is a moment when you are close to someone or something that makes you come alive. Small or big, it's a moment that matters. It's a moment worthy of acknowledging and celebrating. It's a "hands up" moment—a "yes!" moment.

Day 1

Day 2

Day 3

Day 4

Acknowledging at least one moment made me realize that there were far more moments I was taking for granted. —Robin Littman

Day 5

Day 6

Day 7

Day 8



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Day 9

Day 10

Day 11

Day 12

Day 13

Day 14

Day 15

Day 16



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Day 17

Day 18

Day 19

Day 20

Day 21

Day 22

Day 23

Day 24



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Day 25

Day 26

Day 27

Day 28

Day 29

Day 30

Day 31

Day 32



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Day 33

Day 34

Day 35

Day 36

Day 37

Day 38

Day 39

Day 40



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Day 41

Day 42

Day 43

Day 44

Day 45

Day 46

Day 47

Day 48



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Day 49

Day 50

Day 51

Day 52

Day 53

Day 54

Day 55

Day 56



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**How would you
like to contribute
to the world?**



**What does a front
row life look like
to you?**



**How will you bring
more purpose and
meaning into your life?**



**What have been the
biggest and best
moments of your life?**



**What dreams
make you come
alive?**



**How will you
celebrate to amplify
your best moments?**



**How will you fully
engage in the
present moment?**



**What perspective
most empowers
me in this moment?**

A large, empty white rectangular box with a thin black border, intended for a user to write their answer to the question above.



**Who is in your
front row?**

A large, empty white rectangular box with a thin black border, intended for writing or drawing.



How will you create an environment that makes you come alive?

A large, empty rectangular box with a thin black border, intended for writing or drawing a response to the question above.



Beau Minnick

March 5 at 11:12pm · Mount Vernon, WA

#FrontRowMoment Inspiration

My front row moment today (and many days) is my daughter throwing up the 'Front Row Pose' when she sees my shirt.



Lindsay Coffman McCarthy

February 4

Front row at Disney on ice for her family board meeting Jon Vroman
#disneyonice #dreambig



#FrontRowMoment Inspiration



Rebecca Herzog

February 19 at 11:16am · Syracuse, NY

8 day Front row challenge: day 5. My kids riding the merry go round!

#frontrowmoment



Angie Buckingham Macdougall

February 15 at 11:20pm · Coldstream, BC, Canada

Day 1 #FrontRowMoment, spin class with a great group of people. Testing my limits on the bike makes me feel alive. Also grateful for my health and being a part of a like minded community that makes fitness such a big part of their life.

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