

13 Ways To Put "Service Before Self"



*A Guide For "Winning" With Others
And Playing A Bigger Game In Your Life!*

By Zack Gosselin

Mission-Driven Marketer & Good Guy To Know



In 2012, something happened to me that would change the way I view lending a hand to help someone or to support a cause. I call this “putting service before self”. I was 6 years old when this incident happened, and I, with the help of an amazing group of do-gooders have done a lot to “put service before self” to make a positive impact in the world, and to spread joy and love to others.

If I were to count, I’d say that our team’s movement for doing thoughtful things differently for others has assisted tens of thousands of people to look AND find a brighter outcome on life.

This journey of helping others to see a brighter future has shaped into something I began calling Dream Bigville, which began on a fall day in Northern New England while I was ice skating with my dad at the Waterville Valley resort in Waterville, NH.

We had the rink to ourselves (with some loud country music playing on the air-waves) when a feeling of immense unconditional love filled the hockey arena. My dad and I were skating towards each other when I leaped into his arms, causing an emotionally charged explosion between us like a 4th of July fireworks display at center-ice. It was then that we effortlessly squeezed each other with all of our might for about 15 seconds, but it was a moment I will hold onto forever.

However, that was the “magic” moment. To this day, that embrace my dad and I shared has left us lock-eyed and soul-tied, and has become the mission behind why we passionately do what we do at DreamBigville.org and during our Skate-A-Thon event.

Creating Moments That Take Our Breath Away Are What Matter

Immediately after we exited this life-altering embrace, my dad said, “Buddy, that was REALLY cool and special... we need to create a memory-making machine like this so other people can share an experience with those they love like we just shared.”

Less than 30 seconds later, I came up with a brilliant idea: “Dad, let’s have a Skate-A-Thon at that school you used to coach at”. So, as any dad immersed in an adrenaline-charged state would do to please his favorite little guy, my dad contacted the powers-that-be and arranged to have an ice skating party at the Buckingham, Browne and Nichols School (BB&N) in Cambridge, MA.

Despite having no *real* plan (other than wanting to do good for others and give back in some way), about 75 future fans came out to support this movement in the making.

At our first event, together, we raised \$300 to give to a charity to be named later. Now, we didn't change the world in one day. However, taking what my dad calls "imperfect action" on February 2, 2012 will become known as a day we changed history.

This book was written to recap the first 5 years of our Skate-A-Thon event. We have raised and donated over \$10,000 to help various New England charities feel better about their lot in life in this not-so-perfect world. More importantly, this book was written to help anybody with a philanthropic or "social entrepreneurial" twinge up their spine to take a giant 'leap of faith' forward like I did to make the world a more lovable place to live.



The reason why I chose *13 Ways To Put Service Before Self* as the title is simple: I published this book to serve as an ingredient list for anyone who has an urge to make a bigger impact in the world through giving back. As for the content included in this book, I've done my best to not only identify the "13 ways to put service before self" but I also share a few stories (some tear-jerkers, some laugh-worthy) for each of the 13 ways so that you will see that I have personally "walked a mile" in the shoes of someone who strives to make the world a better place. And when I mean a better place, I mean a better place to live, and a better place to raise highly talented children of the future.

Finally, I want to thank everyone who has helped me and believed in me, even when I was unsure of the outcome of our projects. I'd also like to admit that being a mover, shaker, and headline-maker hasn't always been as easy as you may think.

However, living by the saying, "what doesn't kill you makes you stronger" has helped me through some of my own trying times... All jokes aside, I consider myself blessed for being in the head honcho position of DreamBigville.org. And if the past is any indicator of what the future will bring to my life and for the members of OUR community, I'd like you to kick your feet up, grab your favorite beverage, and enjoy the hundreds of smiles and tears that this book will bring to your life for many years to come.

Here Are The 13 Ways To Put “Service Before Self”

1. Strive To Be The Best Sibling You Can Be
2. Set An Example By Being A “Model Student” In All That You Do
3. Compete On The Playing Surface As An Athlete The "Right" Way
4. Never Forget To "Love Up" Your Family And Those You Hold Closely
5. Support Civic Service Groups And Charities (Especially Locally)
6. Conduct Commerce In A High-Tech And High-Touch Way
7. Raise The Level Of Hope For Those Facing 'Trying' Times
8. Lend A Helpful Hand And Be Complementary Towards Others
9. Express Your Love For A Special Someone Often And Selflessly
10. Support Elected Officials Who Pledge Their Service At All Levels
11. Use Education-Based Marketing To Make A Difference In Business
12. Challenge Group-March, Group-Think, Group-Do, Etc.
13. Dream Bigger Than You Ever Thought Possible For Yourself

Strive To Be The Best Sibling You Can Be

My brother Caiden came into the world in a way that not many people would believe - even if they saw it happening with their own eyes. Caiden WAS NOT delivered in the hospital, nor was he born at home (well, he kind of was born at home). If I were a betting man, which I'm not, I would imagine that you could put all of the people who came into the world the way Caiden did in an 8 x 10 room.

Urban legend has it that Caiden came a-kicking-and-a-screaming just minutes after the doctors said my mom's water broke on our front lawn. Approximately 45 minutes after my mom knew Caiden was ready to join in the world, my step-dad, with the help of a few neighbors, delivered Caiden Edward Melin at 8:47pm on September 21, 2013, on our front lawn in Billerica, MA.



Here is the link to the local newspaper article if you'd like to read more about Caiden's birth <http://www.wickedlocal.com/article/20121005/News/310059741>.

According to my step-dad, Jeff, the ambulance, Billerica police, and fire departments arrived on the scene about five minutes after the 911 dispatcher got the call. As for how the neighbors helped Jeff, well, they shined the headlights of cars into our driveway so Jeff could work with mom until the paramedics showed up to take over and get them to the hospital.

The next day, I walked onto the football field with my dad to learn that almost everyone in attendance knew about Caiden's bizarre birth story. It turns out that the Billerica police and fire departments posted the miracle on their Facebook page. I think it's safe to say that news travels fast in this digital era! I guess I'm not the only one in my family that is social media savvy :)

Caiden is almost five years old (at the time this book was published), and the best little brother I could ever ask for... well, most of the time anyway! So how do I put service before self being his older brother?

Here's a small list (there are actually 7,548,345 other ways I accomplish this):

- I'm an assistant to my mom and Jeff when Caiden is being stubborn about eating.
- I often read Caiden stories at night and talk about Tom Brady before bedtime.
- We play "Rock Band" in the basement with my drum set and his guitar.
- We pretend he is also 10 years old as we ride our bikes in the driveway.
- Caiden is the best helper when I have piles of homework to do from school.

For those who know me personally, you know that I sometimes get embarrassed when we hear the softest little voice yell “Go Zacky” in the crowd at my sporting events - by guess who?! But as I sit and reflect on what the relationship with my brother Caiden means to me, I’ve realized the importance of creating a win/win environment and win/win outcomes in life with others.

For years, I’ve been taught that if I want to “win” with others in life, meeting my own needs will NEVER be more important to somebody else than having their needs met first. This is why being selfless with my younger brother is something I find valuable.

Caiden will always be one of my best buddies, which really means that I am going to have to constantly remain flexible about what matters most to me so that I can be the most supportive and helpful older brother and mentor that I can be for a little guy that looks up to me in every way.

As for you, I’d love to learn some of the things that you do (or have done) with your siblings and family to create a special bond that only exists between loved ones.

If you feel compelled, [please visit my Facebook page](#) to share your great stories or memories.

Set An Example By Being A “Model Student” In All That You Do



Ever since I can remember, my dad has whispered in my ear at night as I fall to sleep, “You’re the best, buddy... You can be, do, and have all that you desire in life as long as you bring lots of value and peace to others.”

As I’ve gotten older, I’ve experienced first-hand how thoughts truly do become things. So, be careful what you think about or what you wish for because it really can (and does) come true.

As for stories that best illustrate the importance of having the right mindset for achieving goals and attaining success in life, I’d like to share some statistics about the great Michael Jordan.

If you ask the biggest sports fan in your life what they thought of Michael Jordan being a good baseball player, you’ll likely get a resounding “he was horrible” for an answer. However, did you know that MJ led his minor league baseball team in 2005 in two important categories? (1) batting average with runners in scoring position, and (2) Runs Batted In (RBIs) with two outs

and runners in scoring position... two scenarios that happen when the “pressure is on” in baseball.

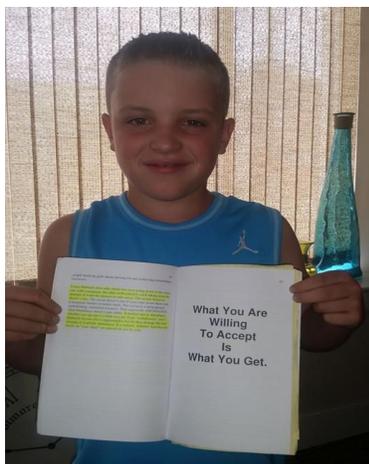
I’m sharing these facts because I too am an athlete who believes that having teammates who know they can depend on me when needed most is far more important than what any statistic can prove. I may be young, but I have seen so many people, adults included, try to be more than what the moment asks of them in competitive environments.

By doing this myself, I’ve learned to appreciate the 80/20 rule, which simply means: 20% of our thoughts and actions will generate 80% of the results. In other words, “little hinges” swing momentous doors with both personal and professional relationships and in all situations.

Now, I understand that you may see it as odd for a boy my age to be grounded by the Pareto (i.e., the 80/20) principle. However, doing “less things... but better” is a way of thinking that is tremendously valuable and beneficial, and can help us to reach our highest point of contribution in whatever we do in life.

Next, as a business person, I have done many things to advance my success mindset:

- I sat up front at a Success Expo (which featured Donald Trump long before he was president, Robert Kiyosaki and Anthony “Tony” Robbins) in Boston with my mom and dad when I was just four months old.
- I have attended several workshops in Stamford, CT with my dad and his business partner to learn more about the finer points of what it takes to build a “sticky” brand.
- I study and strive to model “winners” in life like Tom Brady, Ellen DeGeneres, LeBron James, Elmo and the Sesame Street gang, Beyonce, Robert Kraft, Howard Schultz of Starbucks, the “sharks” on The Shark Tank, and many other successful people at their respective crafts.



Being a dedicated student in life is important if you want to put the best version of you out there in every moment.

Heck, if I listened to things people said about me, I would have *actually* believed I wasn’t good at math (despite raising and donating over \$10,000 to charity before my 11th birthday or recently being selected as a member of my fourth and fifth grade Math Olympiad team). I would have *actually* believed I struggled with creative writing (even though you’re reading my first of many books), or I would have *actually* let the fear of being seen as camera-shy keep me from appearing in the hundreds of videos I have helped film since I was about two years old.

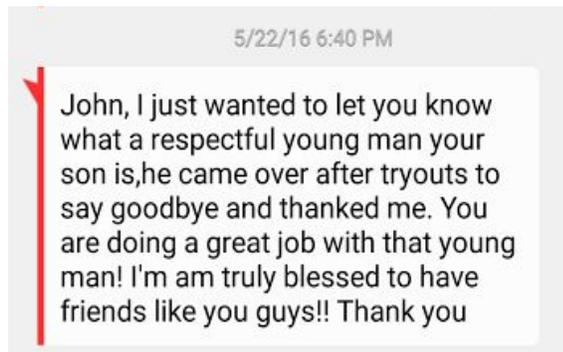
“What you are willing to accept is what you get” is what the text reads on the book in the picture above.

My advice to you (or your kids) is to follow your gut and assess what you're great at and find people to compliment the things you are not good at, and just keep your head up and do it. The truth is, good, bad or ugly, the world will love you just the same.

So don't be afraid to make all of the necessary mistakes that IT WILL TAKE to help you move mountains while putting service before self.

If you've been inspired in any way from this section, I'd love to know how. Please share a post or send me a message through my Facebook page or feel free to email info@DreamBigville.org.

Compete On The Playing Surface As An Athlete The “Right” Way



In a day when most moms and dads are *transitioning* to learn and understand what values and customs are important to young adults and for most “millennials” on the playing surface, I'm here to tell you that although social media has changed the way we communicate and share our beliefs with the world, many of us still have an appreciation for the way it used to be when our elders were raised - at least that is how I feel anyway.

We are no longer living in a generation or a world where “children are meant to be seen and not heard”. I'm here to tell you first-hand that all of these technological advances in the world should NEVER replace our respect for our elders (as long as they don't violate our trust), and to do the *right* thing - especially when nobody's looking, and to *earn* our opportunities.

I shared the fact about Michael Jordan earlier because I believe most individuals - if given the choice - would want to be surrounded by people whom they can depend on when the game is on the line or time is running out.

One way of expressing how I respect the ways of the world was when I wanted my teammates to be there when a friend selected me to do the Ice Bucket Challenge. I couldn't think of a better way to be a leader in my young generation, plus pay tribute to a fellow Boston-based ball player like Peter Frates (and the many others impacted by ALS) than by sharing this memory with my 7-year old summer all-star teammates.

Another way I believe an athlete can put service before self on the playing surface is by making sure an injured teammate is okay before they exit. I remember my dad telling me that the

mother of one of my teammates shared a story with him at the end-of-season party for our Pop Warner football team when I was 5 years old. John, I was blown away with how compassionate Zack was this season. Every time one of our players got injured on the field, Zack walked with them all the way to the sidelines.”

For me, I honestly don't know of any other way to help a teammate when they're in need; we're all in it to win it, and there truly is no "I" in team.

These days, I'm playing on sports teams that are more competitive, and even though I've been "cut" from playing on certain teams, I'm a firm believer that my commitment to improving my body of work as an athlete will always stand out much more than any single incident.



As you make decisions for your life and for your children about which sports to play or why one level of competition is better for them, please understand that letting a kid be a kid is far more important than any win-loss record, the number of home runs, touchdowns, goals or 3-pointers they made or what you as a parent (or family member) did when you were in their shoes a zillion years ago :)

I have seen all kinds of altercations in my life (both positive and negative) between teammates, coaches, parents, referees and league officials. The one thing that will forever remain a constant is that if something is NOT beneficial for all parties, it's likely going to end badly.

I hope you enjoyed reading about how to put service before self on the playing field, and I know there are all kinds of stories scurrying around your head. So, [please share them on my Facebook page](#) so that others can benefit from your insights or be open to sharing their stories on a non-judgemental platform.

"Love Up" Your Family And Those You Hold Closely

If you know anything about people who are Leos (which I am - July 25th is my birthday), you'll understand why one of my favorite things to do in the whole world is to be "loved up" by somebody else.

There are so many benefits to sharing a kind word or doing a kind act for somebody else.



In a book titled *The 5 Languages Of Love*, author Gary Chapman explains the five ways people prefer to be loved. This got me thinking that if this concept has merit, then this would mean knowing somebody's preferred "love language" and other preferences of theirs would provide a huge head-start for treating them in ways they want and crave.... Remember, if it's not a win/win outcome, it's likely going to end badly in life.

Here Are The *5 Languages Of Love*:

1. To receive gifts
2. To give acts of service
3. To spend quality time together
4. To be appreciated with physical touch
5. To receive words of praise or affirmation

I want to share a story about how I did something nice for a “special somebody” I had a crush on in in second grade. When it was her birthday, I REALLY wanted to stand out from the rest of the other boys in my school who also had a crush on her...

...So after getting some help from a few guys and gals in my class at the Hajjar Elementary School in Billerica, MA we came up with a plan that was going to be just perfect for letting her know how I felt about her. To calm the suspense, all you need to know is that I snuck a ring into her desk. When she stumbled across it, she publicly questioned the class. There were a lot of blushing and giggling going on that day, but the message (and the messenger) were understood.

I'd like to share a few of my favorite ways to express my love for others:

(Feel free to steal any of these things as they are timeless beauties that most people appreciate.)

- Draw a picture for somebody and give it a special name
- Put a painted handprint or footprint momento on an object
- While snuggling in a comfy spot, look at meaningful pictures and videos
- On a cold day, warm up a towel and slide it into the bathroom
- Play Go Fish, Scrabble, Checkers and other board games
- Read a book, play sports, or lay around and simply be together
- Watch television, play video games, or exercise together
- Go to the mall and spend \$20 on each other in 2 hours

When I spend time with my mom, we do lots of awesome family vacations, have fun sleepovers with my cousins, have cookouts on our back deck, and support many causes and events around town.

When I spend time with my dad, we work out together, engage in deep talks, play lots of golf and baseball, do fun things like go to New York City and camp every summer, wrote this book and build my brand together... I love having a dad that makes me better at being a do-gooder as well as do what I care about most in life.

With friends and classmates, I play lots of whiffle-ball, ride bikes in our neighborhood, do the social media thing on Snapchat, [Instagram](#), [Facebook](#), [YouTube](#), and, of course, play video games like Madden and other sports related games.

How about you?

What thoughtful things do you enjoy doing for others so they know you understand and love them?! [Let me know on my Facebook page](#)... Post a picture and tag me, I'm excited to learn more about it.

Support Civic Service Groups And Charities (Especially Locally)



In doing more projects with Dream Bigville, one of the things I've gotten exposed to is collaborating with civic organizations. Back when my dad was more heavily involved with the Waltham, MA Rotary Club, I remember singing Christmas carols and holiday songs on Moody Street when I was 5 years old as well as "ringing the bell" for several years.

We raised \$300 singing that night for local causes. The woman in the picture with us is the world-famous Yolanda Cellucci. Her top tip for building a booming brand was to wear white and tell everybody you are world famous. "You'll be it someday if you believe it," Yolanda said.

A Recap Of What DreamBigville.org Has Accomplished Since 2013

In 2013, with the help of approximately fifty families, we made a \$300 anonymous donation to the survivors of the Sandy Hook School shootings in Newtown, CT. It's amazing (and scary) to think about how the victims of this horrific tragedy were the same age as me. We also had the first Skate-A-Thon event then in 2013.

In 2014, the "Watertown Strong" movement guided our decision in choosing a charity to support. [We decided to donate \\$400 to the Fallen Firefighter fund](#) (the lieutenant Ed Walsh and Michael Kennedy Memorial Fund) after the "Back Bay Blaze" took the lives of two of Boston's best.

This event taught me how dedicated, loyal, and team-focused firefighters are, and how they are true heroes to so many. In the spring of 2014 I began to learn just how inspiring showing support for causes and helping others in "trying" times can be to me and how it can help and inspire others to take action.

Watertown, MA Fire Department
April 25

Want to know how \$400 can make you feel like a million bucks? Meet 7year old Zack Gosselin. Zack is a student at the Hajjar Elementary School in Billerica, MA. Earlier this year Zack held a skate-a-thon fundraiser at BB&N in Cambridge. He raised \$400 for charity. Last year he held a similar event and sent the proceeds to the foundation set up to support the victims of the Sandy Hook school shooting. This year, after the tragic Back Bay fire that took the lives of Boston Fire Lieutenant Ed Walsh and Firefighter Mike Kennedy, Zack decided he would donate the funds he raised to the Walsh/Kennedy Memorial Fund. He is seen here giving a check to LT Ed Walsh's cousin, Watertown Fire Captain Tom Walsh. Captain Walsh gladly accepted the donation on behalf of the Walsh family and expressed his appreciation and pride in Zack's efforts. For those efforts, Zack received his very own Watertown Fire Strong tee shirt! The Watertown Fire Department shares the pride of the Gosselin family and congratulates Zack on a job well done!! Thank you Zack!!

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This is one reason why I have become so committed to these types of projects. To say my world is a better place because of how helpful, excited, and eager Chief Tom McManus, Chief Mario Orangio, and lieutenant Tom Walsh (cousin of Ed Walsh) of the Watertown, MA Fire Department and Officer Mike Lawn of the Watertown Police Department were to help would be a massive understatement.

After this act of service, I received an award at school on Citizenship Day, and was also recognized by the town of Billerica, MA, specifically by State Representative Marc Lombardo, who honored my donation efforts to the Walsh / Kennedy Fund by personally giving me a tour around the Mass State House and showing us areas “common folk” cannot access.



In 2015, we headed to Worcester, MA to donate \$1,300 in support of Dress For Success, a charity that helps women facing ‘trying’ times get back on their feet in a big way in the working world. The Mayor of Worcester came out to support the Young Hero Awards, a super-inspiring event put on Mary Ellen Wessel, owner of the Smile Coalition, Inc.

As for Dress For Success itself, wow! They do amazing work for an audience that badly needs their help. I’m always blessed to help a mother-in-need move her life forward, especially by helping women become more skilled at generating income and providing more for their families.

In 2016, I wanted to partner with an organization that was doing great work in the Merrimack Valley. So, after my dad connected with the Lowell Chamber of Commerce through LinkedIn, we were directed to Catie’s Closet. This charity provides children with adequate clothing and proper hygiene products at home. Each client gets one week of new clothes, new shoes, personal hygiene products, and a lots of hope and support knowing people care about them.

We donated \$2,500 to their great cause, which at that time was MUCH more than we have ever raised or donated in the past. This is because we had the support of several great businesses that gracefully helped us play a bigger game with this project.

In 2017, just a few months before publishing this book, I partnered with Aaron's Presents of Lowell, MA to host my 5th Annual Skate-A-Thon event for over 300 of their community members at the Tsongas Center. For many of the attendees, this was their first time having the opportunity to "lace up" the skates and make lots of memories on ice. This was also the first year at the Tsongas Center.



And just when I thought having close to 30 countries represented at the Skate-A-Thon was awesome, our network of sponsors (which is currently comprised of 15 businesses) raised \$5,500+ to support the great work this charity does to help grade-school children to think, plan, and execute REALLY touching community service projects in the Merrimack Valley area of Massachusetts. Leah, the founder of Aaron's Presents (and who I'm hugging in the picture above) says I am the "poster child" for what they do... Oh, how I love that! :)

Be High-Tech, High-Touch, and Heart-Centered In Business



It's fairly simple to start doing thoughtful things differently. My dad had introduced me to a guy who became a lifetime supporter of the Skate-A-Thon event, Eddie Sullivan. Eddie works the front desk at my dad's and has been strumming-up support for us since 2014.

My advice to you is that when you're building your "dream-team", don't overlook the people who are right in front of your face - you never know what's possible or who will lend a helping hand!

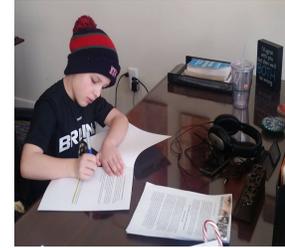
Along the same lines as my last point, I want to send a huge hug and handshake to a dear friend [Michael Battista, President of Monique's Bath Showroom in Watertown, MA](#). His generosity and willingness to be our first lead sponsor and supporter for the Skate-A-Thon event for five years running has helped us brainstorm and "play" a bigger game in some really cool ways.





Austin Pike is much more to me than simply being my dad's business partner at EarnMoreDoLess.com. Austin is my go-to guy for learning all of the latest technological trends; how to work effectively in a team; the best practices for editing, titling, and tagging web content; and how to properly put all of the pieces into the Dream Bigville pipeline. Every cause containing lofty goals like we have needs their own Austin Pike!

After donating over \$10,000 to charities and impacting tens of thousands of lives, I've seen first-hand that no electronic or digital form of communication on this Earth means nearly as much to the recipient as a handwritten "Thank You" message. In fact, I have made it a rule at my company to follow-up and say "Thank You" using a personalized video to anybody who helps move our efforts forward.



If you have used anything unique, sleek, and chic to follow-up and say "thank you" for buying from you or for simply being there to help, [I'd love to read about it on my Facebook page.](#)

Raise The Level Of Hope For Those Facing 'Trying' Times



There isn't a day that passes by that we don't hear about a tragedy or hear about one on the news. If you have not read this before, our mission at DreamBigville.org is to spread more love and joy in the world in very thoughtful ways. Although the impact of these events of hate and terror negatively affect victims and communities, there are also positive movements that become "rallying-cries" such as 'Boston-Strong', 911 *Never Forget*, *Pray For Paris* and 'We Are Orlando' that make communities stronger and more united. However, I wish this wasn't needed.

In the picture above, I'm hearing first-hand how life-altering it was to be a marathon survivor. As I get older and more experienced, I'm learning just how many worthy people, causes, and movements there are in the world that could use a little support from our community. I am excited and enlightened by how important it is to take "imperfect action" when looking to attract people and introduce innovative ways to reach our goals faster.





As for you, if you'd like to help us or if you have a brilliant idea or a cause that we can assist with for our next project, I'd love to hear from you.

You can reach out to me through [my Facebook page](#), by emailing my team at info@DreamBigville.org, or by calling my dad directly on his cell at (781) 248-5102.

My suggestion to you is to remain open-minded on a daily basis and to keep your "antenna" up because if you have a goal to positively impact somebody else's life, opportunities will show up all the time.

Lend A Helpful Hand Or Perform Frequent Acts Of Kindness

This section will be short, sweet, and to the point: There are all sorts of ways to make a difference in someone's life. To do this act of service truly doesn't cost a thing.

In the picture, the most delightful elderly woman is beating me at table tennis. Some other easy ways to help is by mowing lawns, holding doors, complimenting someone's outfit or a new haircut, shoveling snow, or whatever else can be perceived as a thoughtful and helpful gesture.



Express Your Love For "A Special Someone" Selflessly



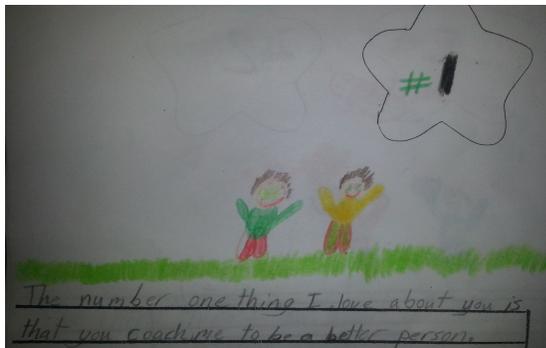
One of the greatest gifts I've received is having parents who always love me unconditionally.

For those who don't know, my parents got divorced just before I turned two. However, that's okay by me. The truth is my parents support me, are always there for me, sit in the stands together at my games, and get along great with each other.

This has also showed me that divorce doesn't always have to be a "doom and gloom" situation. In fact, as I get older, I'm seeing more kids and families go through the challenges of divorce. So, my advice to anybody going through a divorce or dealing with the repercussions is to ALWAYS remember that a positive attitude is everything. Also, it's not what happens to you in life, it's what you do about it and reminding yourself about what you have control over (and what you don't). Choose wisely :)

Next, because my mom has since remarried, and I have had the opportunity to see my brother Caiden grow up with my step-dad, it's a blessing to see that my mom was able to give true love a second chance. And although there are different rules at my mom's house and at my dad's house, they have never stopped me from keeping my eyes, ears, and heart wide open to loving others unconditionally, especially when they need it most.

Before I share a few stories about what I've learned about selflessly putting service before self, let's be real: I don't know many people who don't enjoy being treated in an extra special way. So, to show you how a ten-year old boy confesses to his crush, I hope the stories I share below inspire you to give the most love to others in your life.



I shared earlier in this book how I confessed my crush for a classmate on her birthday... I hope you enjoyed that story. But on a less embarrassing note, my dad has a picture framed in his office, which I made him for Father's Day when I was in second grade. It is thoughtful gestures such as these that make becoming best friends with somebody such a special - and rare - occurrence in life.

If you cannot read what I wrote in the picture above in my dad's Father Day gift, it says, "Dad, the number one thing I love about you is that you coach me to be a better person!"

How about you? Do you have special items or routines that make the most sacred relationships in your life extra special? If so, please share some of the special things you do with your spouse, significant other, friends, children or grandchildren on [my Facebook page](#). I bet people will find the little *quirky* things you do for them very helpful.

Support Elected Officials Who Pledge Their Service At All Levels

Whether elected via a paid position, newbie to the game, or hometown hero with deep ties and trenched relationships with the right people, elected officials are one of the greatest groups of supporters and leading examples of folks who 'pledge' to the "Service Before Self" credo.



Over the years, I've met and worked with hundreds of high-profile and public figures, government officials, Super Bowl winning athletes, Miss Massachusetts 2016 (Whitney Sharpe) and several mayors and public officials of thriving cities and towns in my home state. I've also sat in firetrucks, police cars, rescue ambulances, and I'm a huge "Tiny House" fan... I learned the finer secrets of building "tiny houses" at an architecture trade show (ABX Boston) that I attended with my dad.

One event in particular that meant a lot to me as I look back on all of the good vibrations we've caused as a team was the private tour we went on of the Massachusetts State House - what a cool place!

After being recognized on "Citizenship Day" when I was in second grade, I later received an offer from Marc Lombardo, the State Representative for Billerica, MA, who wanted to show me and a select group around the Massachusetts State House where I held a key to the city, saw where members of the House of Representatives and Senate practice bipartisanship, and even got to sit in John F. Kennedy's personal chair in the Senate room. I was also fortunate to witness some firefighters and "boys in blue" being inducted into a prestigious club. Oh! And I even had lunch with Mr. Lombardo's team personally.

I want to thank Michael Salvi of the Somerville Auxiliary Fire Department who went out of his way to thank me for my efforts after my donation to the Walsh Kennedy Memorial Fund.

He and all of his teammates held a pizza party to thank me for thinking of firefighters during such a turbulent time in the Boston / Watertown area. I got to check out the trucks and learn about what tools the response teams use at an accident scene.



One of the greatest things you can do with children is expose them to the work firefighters do to keep us safe... and many are also often pretty good youth sport coaches for young boys and girls. Below are some pictures of me doing my thang.

I'm having some fun with the State House security guards, speaking to a crowd of 200 at the "Young Hero Awards" at the Hanover Theater in Worcester, MA, posing courtside at a Boston College hoop game with their mascot, speaking with my dad at the Acton / Boxborough Rotary Club, saying a quick "Hello" to Mayor Jeannette McCarthy of Waltham, MA, celebrating with the other 'Young Heroes" in Worcester and learning how to swing an ax.



Use Education-Based Marketing To Make A Difference In Business



I've mentioned that I'm a big fan of the television show "Shark Tank" and a handful of other shows that cater to a lifestyle for those who want to own their own businesses.

As for why I'm such a fan of this lifestyle, well, there are a few reasons. First, I've enjoyed watching my dad in action interact with all kinds of business owners over the years. Next, I started my own business when I was just six years old. Finally, teaching people how to "win" with others and use technology to *play a bigger game* in life is what I'd do for free all day.

In the picture above, I am filming a thank you video for the people who supported my "Making Dreams Matter" movement in my second Skate-A-Thon. I often go back and watch the videos we've made and look at the pictures we've taken during our various projects at Dream BigVille.

Some of the greatest lessons in life come disguised in the most mysterious ways. And although I have worked with some rather serious initiatives, I ALWAYS keep room in my schedule to have a little bit of fun :)



As I get older, I'm realizing that doing what others would consider "unconventional" brings me lots of joy!



This picture was taken when I was invited to be a live guest on WAAF's Hillman Morning show. This 15 minutes of fame was REALLY cool, and although being on the radio, getting filmed for television, making the cover story in the newspaper, and so many other things make me smile bright, it is the valuable lessons that people have learned from my team's efforts that mean the most to me.

It is amazing how differently my generation is being taught about what others consider to be valuable. I'm excited to be an active voice on this topic over the coming decades.

Continue To Challenge Group-March, Group-Think, Group-Do

As a ten-year old in today's world, it can be easy to feel a bit lost or misled. However, with family values modifying to fit today's times, advances in the women-in-business movement, new and helpful technology being created daily, and kids craving to be heard more than ever, I am REALLY excited about the boundless promise the future has.

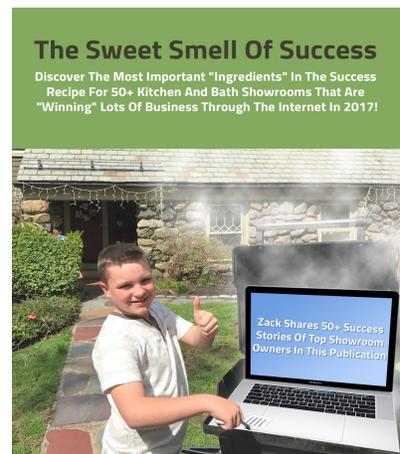
And regardless of whether someone is technologically challenged or opposed to what is happening in the White House, in order to make progress as a nation, we must remain flexible and open to new ideas and new ways of doing things.



Professionally, I am excited to keep bringing value, peace, and a whole lot of innovation to people and projects. However, some things fill-up my soul a bit more than others. For example, I loved being an exhibitor at "Young Professionals Day" for 500 of Massachusetts' brightest vocational school students. Check out my blog to read about [my experience at the 2016 Little League World Series in South Williamsport, PA](#), and becoming an Internet marketing mogul in the Kitchen and Bath design industry by writing a unique book.

Pictured to the left is the cover of my next book, "The Sweet Smell Of Success". For this project, I am interviewing 50 of the top kitchen and bath showroom owners in the United States to learn more about their "ingredients" in their recipes to success as well as to hear about what they would suggest to a 10-year old boy who is headed down the entrepreneurial path.

Although this publication is going to be read by tens of thousands of people, I am mostly jazzed-up to use this project as a springboard to other things I will do with folks like you.



Personally, I'm planning to play AAU baseball, to start working out more consistently, go back to the Little League World Series this summer, and to keep my grades up so doors open for me!

Dream Bigger Than You Ever Thought Possible For Yourself

I'm going to let most of the pictures below explain putting service before self. However, I will say this: If you want to accomplish the unthinkable in life, you'll have to let go of the fears that have held you back. Friend, love thyself!

"Why Are You Trying So Hard To Fit In When You Were Born To Stand Out?" ~ Ian Wallace





In closing, I'm a big believer that the more talent that a sports, business, family, or group has, the greater the potential.

Although I've shared dozens of examples and stories to "shine light" on how to contribute more to society, don't just think that throwing all kinds of people at a project will enhance your efforts and improve the results you are looking for. If you are going to fall, then fall forward in strategic ways.

In fact, without the help of a team knowing which tasks and activities come easy and naturally to me - things like being on video, shining a spotlight on others, and giving graciously to people and causes in need - I'm willing to bet that 98.7 percent of the events, experiences, and relationships I've developed to date wouldn't exist!

As you've found in the pages of my first book, I'm a big believer in acknowledging people's talents so that we can marvel their accomplishments. The truth is, everyone has superhero-like qualities. As my dad says, "most people just need to work on the service agreement we have with our inner-superhero a bit."

Hopefully, my book has inspired you to break away from the cycle of fear and doubt that has been (or possibly has been) holding you back so that you can step into the shield of armor that is waiting for you, enabling you to do the things that matter most to you in life.

If you'd like direction or guidance, or if you'd like to collaborate with me directly on a project of your own, here is my contact information:

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As we part ways for now, I'd like to thank you again for supporting my vision and projects over the years, and I look forward to YOU being part of the DreamBigVille.org community in a bigger way.

The world definitely needs more people like us :)

To forever thinking bigger by the day!

I believe in the beauty of your dreams,



Zack Gosselin

Mission-Driven Marketer
Founder, DreamBigville.org

About The Author:

Zack gosselin is a “dreamer that does” in life. He is a dedicated family man, successful civic servant, accomplished author of two books, content creator, teammate and friend, best son ever (wait, how did that sneak in here?), and somebody you should connect with online because he is going to do big things in this world - hopefully with you by his side.

