



Bestseller Mentorship Bali 2018 with literary agent Jacq Burns & bestselling author John Williams



Join us in the tropical paradise of Bali this August to turn your knowledge and ideas into a bestselling book

Becoming a bestselling author changes everything – it brings status, respect, a flood of new fans & prospects, and new opportunities you probably couldn't even imagine right now.

We know because we've experienced it.

And now we want to show you how to make it happen for yourself in the Bestseller Mentorship Bali.

Let us walk you through our proven strategies for writing and marketing a bestselling book based on 35 years of combined experience writing, marketing, coaching, agenting, and publishing.

How do I write a book that truly changes lives – and perhaps even changes the way everyone thinks about my subject area?

How do I pick out the bestselling concept amongst all my ideas?

What's the key to a killer title?

How do I structure my book?

How do I stay motivated to get it written?

How do I know my book will be successful?

How do I write a proposal that can win me a book deal?

How can I market my book to make it a bestseller?

How can I use my book to send me a flood of new people interested in what I do?

How can I turn readers into buyers and create a 6-figure business around my subject?

We'll answer all of these questions and more in the Bestseller Mentorship Bali.

Welcome to Bali

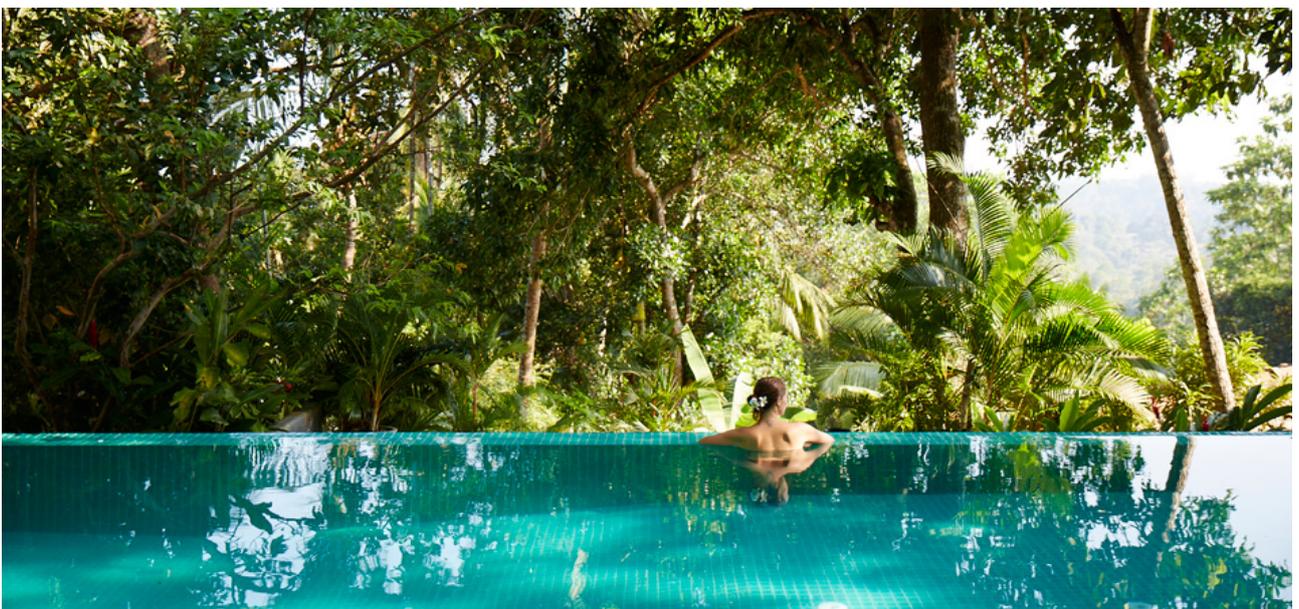
If you're going to write, why not choose somewhere really inspiring to do it?

Artists, writers and seekers have been coming to Ubud in Bali for over a hundred years. Visitors from the 1960s onwards have included Charlie Chaplin, Noël Coward, and H.G. Wells. More recently, Ubud was the inspiration for Liz Gilbert's international bestseller *Eat, Pray, Love*.

Jacq and John have been visiting Ubud for several years for the mixture of local culture, warm weather, creative community, natural tropical beauty and modern luxury at affordable prices.

The weather is hot, the food is great (with an emphasis on healthy living) and there is a thriving 'digital nomad' community of people from the West running online businesses.

And we'll be making the most of our location with a wonderful resort location.



Come to Bali and add some time before or after the event as a holiday – or do as Jacq and John do and simply work remotely for a little while. We can fill

you on the shared workspaces where you can meet other creatives & remote workers.

Become an authorpreneur

If you start with the right strategy your book can not only become a bestseller but can also serve as a 24-hour marketing tool for you and your ideas. This is life-changing if you work for yourself, run a business or you're currently in a job and would like to build your personal brand.

A bestselling book will bring clients and customers to *you* instead of you having to go hunt for them. And even better, they already know, like and trust you because they've read your book.

That means you no longer have to compete on price because people will pay a lot more to hire the author of the book they love.

You will also get invited to give keynote speeches, appear on radio, TV and podcasts, give interviews for newspapers and magazines and get invited to all sorts of opportunities you can barely imagine right now.

But this only works if you know how and you plan it from the start.

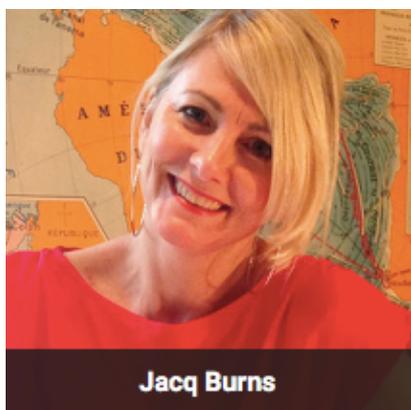
Don't try this at home

The rewards of a successful book are numerous but the chances of achieving your goal are very low when you try to do it all on your own. Finding a commercial idea for your book and writing it in a way that positions it for success aren't something that comes naturally. On top of that you need to create a great proposal, find an agent, get a deal and develop a strategy both to market the book and make sure that the book markets *you* in the right way once it's out. For these reasons, it is extremely rare to see someone succeed the first time on their own.

All too often people with great ideas and expertise spent a lot of time and energy writing a book that ultimately flops. And that is a tragedy when some expert guidance would have produced a completely different result.

The challenge, even if you're an avid reader of non-fiction, is to think like a *publisher*. And to do that you need guidance from people on the inside of the book business.

Introducing your guides to the inside world of publishing



Jacq Burns was commissioning editor at Random House & Editorial Director at Harper Collins where she edited classics such as *Men are from Mars; Women are from Venus*, *Who Moved My Cheese*, *Chicken Soup for the Soul*, and *Toddler Taming* - several of which have sold millions of copies.

She is author of several successful books and has ghostwritten a number of well-known titles. Jacq is also co-founder of the The London Writers Club.



John is author of the bestselling books *Screw Work Let's Play* and *Screw Work Break Free*, now translated into ten languages. He is also founder of The Ideas Lab and has helped thousands of people to turn their ideas and knowledge into successful books, businesses and brands.

John's books have been featured in The Sunday Times, The Times, The FT, The Daily Mail, Marketing Week, Elle Magazine and many other publications. And his clients' books have gone on to be bestsellers, often attracting extensive media coverage.



How does the Bestseller Mentorship Bali work?

Before we meet:

We give you a simple fill-in-the-blanks document to help you start to capture your ideas for the book and also bring us up to speed with your thinking. We'll then review it in advance so we know all about you, about your ideas, your passion and your career/business.

Day One in Bali – Friday 17 August 2018

Morning:

At a gorgeous, tropical Bali retreat centre overlooking rice paddies, we'll share, spilling out our ideas, testing them and making them real. We'll help you make them as big and bold as you dare, and then some. Jacq and John will throw their wisdom and experience at it and magic will happen.

We'll lead you through finding the bestselling concept out of your passions. And learn how to tell a strong story, the one that's burning inside of you.

You'll get clear about the purpose of your book and the journey you're taking your readers on and how to make sure they'll want you holding their hand for a wonderful ride.

After food:

Creative Fire-up Meditation

Afternoon:

Storymap playtime.

Helping you with a deep yet playful understanding of your idea and what your book can be. Play it out in words, pictures, slogans and anything you want.

You'll see how your book works and start to understand the style of book you are writing, how you will journey and share with your readers, and how your pitch will reflect that in a stunning and original way that's uniquely yours.

In individual work and feedback time the magic will keep on happening.

You'll have a compelling process or approach that is captured in your book and built into a related offer in your business. In other words, a killer piece of Intellectual property that nobody else has or can steal. It's all yours, it's your unique and magical point of difference.

Evening

You've worked hard today so next you'll perhaps have a beer, a juice, chat to other great minds and/ or maybe just sleep on it. You'll be getting ready to refine your pitch tomorrow so your overnight job is easy, just mulling over your beautiful idea. Letting it accompany you as you float off to sleep.

(Take your notebook to Bed. Whether it's mid papaya juice or 3am, scribble or draw anything that comes to you about your book. Let it all flow.)

Day 2 – Saturday 18 August 2018

Back to the rice paddy view early with banana pancakes and juice we'll make your idea even better.

Today is all about the big picture, what is this big beautiful thing that will open doors and make things happen for you? Let's work one to one with you, and make it even more gorgeous.

In the afternoon, we'll make plans and share.

How will you share your idea in the world?

This is a key question agents and editors ask and they'll want to see your ideas in your pitch. John's marketing plan will help you answer this.

It's time to stand up or sit down and pitch to yourself, to video, to Jacq & John or the group. See what your idea is made of and how it sounds out loud. Get excited at what you've made. Take it home and let it evolve further.



One-to-one mentorship when you get home

Let it all sink in, deepen and grow. The good news is you're not on the own. In fact you have two deep-dive one-to-one mentorship sessions by video conference.

One is with Jacq to help nail book theme and your deal-winning proposal. The other is with John to nail your bestselling idea, killer title and book marketing strategy.

We cover a lot of ground in these private mentorship sessions – that's why we record them and send it to you afterwards so that you can listen in again and take notes.

Just imagine after the Bestseller Mentorship Bali you have...

- Your book idea to set the world alight.... NAILED!
- Your irresistible book title & subtitle... NAILED!

- Your book structure planned out so you know what you're writing each time you sit down to it... NAILED!
- Your deal-winning proposal... READY TO SEND to agents & publishers
- Your simple marketing plan to ensure your book hits the bestseller list... READY!
- Your plan to bring a flood of readers to your website to build your following on automatic... SORTED!
- Your plan to offer consulting/advice/courses that your readers will be happy to pay a good price for... NAILED!

Pricing

The cost for the Bestseller Mentorship Bali 2018 is US \$1970 (if you are an EU resident you'll be charged an additional 20% VAT). You can pay by card, PayPal or bank transfer.

We also have additional options that include extra mentorship sessions and an introduction to an agent or publisher. We can explain pricing of these on request.

Price covers tuition in Bali, materials, lunches and refreshments on both days, and one-to-one mentorship sessions. Bali accommodation and flights are not included.

If you'd like to be considered for the Bestseller Mentorship Bali, your first step is to send a quick email to john@theideaslab.org and tell us a little about your book idea.