

Sample Book Pitch and Synopsis

15 Minutes to change your life

1. Working Titles

Some possible Ideas for working book titles include:

15 Minutes to change your life - From ordinary to extraordinary, the gift of hope

15 Minutes to change your life - set free from mediocrity

15 Minutes to change your life - getting out of the black hole of ordinary living

15 Minutes to change your life – shed your emotional baggage for good

2. Defining the Target Markets for this book

My target market is for those people who are in their early to middle age and feeling that they are not / or have not achieved what they want to in life. Feeling desperate and frustrated that they cannot see how life works, or they see life as always working in the opposite of what they want.

At their lowest, they feel that everything they are doing is pointless as nothing has worked or been good for them in life. Can't seem to figure out why they have not achieved what they wanted in life. Feeling ordinary and struggling to come to terms with the fact they are mediocre.

It all seems too hard, about to give up on life and everything, only to find out that a few small adjustments can make a huge difference in their lives if only they knew the key.

NICHE - Desperate people who really want to change their lives but don't know how to do that. Feeling at their lowest. have given up all hope of being happy.

3. Central Burning Question

This book answers this main BURNING Central question. 1. How can I stop failing in my life?

4. How have I tested my central question with my market?

I know that depression and anxiety are HUGE issues and mental health is such a significant issue around the world.

KEY POINTS

- People are at a loss
- Has to be simple and easy to understand
- Must have real results
- Must be life changing
- Has to apply to any living situation

5. About this Book

This book is about helping those who feel exhausted by the challenges of life and are overwhelmed trying to keep their head above the waterline.

Often there are simple things we can do that will have a significant impact on our current situation and by approaching life a little different we can make inroads into the problems.

15 Minutes to change your life – began as a podcast on Spotify and is now coming to a publication format. This book is about bringing the simple answers to ordinary people who want to be set free from the chains of mediocrity. Ideal for those who are aware they have emotional triggers that pull them out of balance and are ready to let go and set themselves free of these unconscious and uncontrolled reactions to people and things around them in life.

6. What makes this book Unique?

The reason this book is unique because it is more than just a book.

- From personal experience
- Its about becoming our best self
- Motivational and inspirational
- Easy to understand and apply to anyone
- Changes lives

Told from a unique perspective about life, happiness, depression, stress and how to overcome any obstacle you will face.

7. What problems will you be solving for the reader?

Step by step process to get yourself out of depression and to make significant changes in your life.

8. What is the ultimate benefit of your book for the reader?

15 Minutes to change your life will offer people the answers that are not normally offered. To bring about common knowledge that should be freely available to everyone.

9. Competitors books and what makes this title different?

Other personal development books on the shelf

10. About Julie Richman

Why should the reader trust what I say.

Julie brings about the simplistic style of writing that helps individuals to understand life and living and what is required to be the best you can be.

Julie has dedicated her life to helping people both in business and in their life journey. Seeing the most wonderful changes in people brings great joy and satisfaction to those that have had the chance to spend time with Julie and have the privilege of a session for reflection with her.

With a business degree and the career to support small business owners, the ability to shift perspectives to the important and productive tasks allows for readers to immerse themselves within the concepts and make life changing adjustments that will prove extremely successful.

- Unlike any other speaker, Julie provides life changing insight for mental wellness. Exclusive stories and concepts that bring clarity to relationship interactions
- Storytelling fun, informative and unique insight through “Lived Experience” and applied techniques.
- Used and proven techniques and strategies backed by tertiary qualifications in Business Management & Marketing. A small business expert utilising the holistic approach of combined mindset through to application.
- Author of Dynamic Duos the essential guide for couples in business together and Family owned Business strategist.
- Simple but unique way to bring self-development to everyone.
- Demonstrate how Mental Wellness is available to everyone for as little as 1 millimetre shift in thinking.
- Common sense Foundations to Living information and strategies that we have never been taught
- Without this information we will constantly struggle with daily living

11. Draft Contents Page

Phase 1

- i. Introduction
- ii. In the beginning
- iii. What's Life all about then
 - a. The Basics of human nature
- iv. Finding Purpose and fulfilment
- v. Understanding Human Biology
- vi. Why bad things happen to good people
- vii. The "God" Solution
- viii. Why we are taught wrong
- ix. Understanding the psychology "business model"

Phase 2

- x. The Core Results - Keys
- xi. Foundations to Living
 - a. The main information (Stories)
- xii. Synchronicity
- xiii. Understanding People
- xiv. Understanding Relationships
- xv. Understanding Self
- xvi. What it Baggage – How do I get rid of that
- xvii. Disarming Triggers
- xviii. Stepping through the doorway – what's on the other side of pain
- xix. The psychology of alignment

Phase 3

- xx. Summary
- xxi. What is life meant to look like
- xxii. The life long journey ahead
- xxiii. The Legacy you leave behind

12. Back Cover Blurb

What if your life could change for the better in an instant? Would you take that step?

15 Minutes to change your life is exactly the book you are looking for.

This book gives insight and answers to all the questions you have about why life isn't working out right for you at the moment. It is often said that you cannot get rid of your baggage.....

WELL Now you can.

Within this book you will find tools and strategies on how to make life easier and much happier for yourself and those you love. We often get caught up in the struggle of living, relationships, self-worth, seeking love, finding happiness and purpose. The elusive dream that we all want is not out there. But what if it IS there, but we just cannot see it yet. Julie shows you the way to unveil the beauty and magic of living a full, wonderful and happy life ahead.

We have fundamentally been taught back to front, we are taught the wrong things, and yet we continue to struggle with life and not see what is actually going on.

ALTERNATIVE WORDING

Unhappy with your life and circumstances?

Tired of struggling to try and achieve your goals and dreams?

Have you ever thought your life would be better than this?

What if someone had the formula for living a happy and successful life - would you use it?

This book is for all those out there seeking the answers to living a happy and fulfilling life. Wanting more out of life is what we all seek. Happiness, contentment, peace, love, success, self-worth, respect, all these things are what every human being deserves and yet many struggle to find in their everyday life.

Now there is a book that covers the simple living strategies that make everything clear. Nothing will ever be the same again, you will have answers, tools and a new perspective on life all contained within the pages of this book. You will wonder how you ever lived without it.


TESTIMONIALS

A great experience! Julie has a great business mind and insight to help anyone make the tiny adjustments that make all the difference! – Paul P.

Julie came into my life at a time when I was seeking change, but lacked the necessary skill-set to affect it. Thanks to her commitment to helping me identify and build upon my strengths, while confronting those ideas and beliefs that were holding me back, I've been able to become more aligned to my true values and choose a different direction. Lewis C.

In your darkest moment where only questions are circling. Julie has been the light in helping me remove the darkest to find those answers. She is an amazing woman and I'm so happy she has been part of my life helping me to grow and learn about myself and understand why things are the way they are and to stop and move forward my way. Mirella V.

I want to take this time to thank Julie for chatting with me today. She helped me put some of the jigsaw pieces in the right place. Julie is warm, empathic and intuitive and simply a divine human being. Jeanette R.

I've known Julie for over 10 years. She has held me whilst I've been broken, given me advice that I still use to this day. You don't have to be a professional to help someone in need. Thank you for being YOU Jules  - Sabine B.

"I am a better man for knowing Julie."

J. Williams

"Julie has helped me so much to learn more about myself and what I truly want in life."

Tessa, R.

"The most powerful and life changing experience. I dreamt of a sage, I could not believe it when Julie answered my prayers"

W. Sitte

If you are feeling a little flat, frustrated or really wish you could be someone different, then this may be the book you are looking for. Changing ourselves is the only way to make a lasting difference. If you are not happy with your current situation, then you definitely need this book.

13. Promoting this Book

Normal resources and Author Network for promoting this book.

PR and Crestpoint distribution

Online streams for distribution

Publishing Companies

Media and Social Media outlets for statements and insights

SYNOPSIS

BOOK TITLE: **15 Minutes to change your life:** Hope beyond the black hole of living

AUTHOR: Julie Richman

PUBLICATION DATE: April 2019

The book is designed to help individuals navigate the challenges to living a successful and extraordinary life.

No one ever seems to have the perfect life, and yet we all strive to find that ultimate perfection. Being rich, successful, happy, loved, wanted, and even to have a place in the world where we know who we are and what we have to offer others.

Without having these things, people can often fall into a depression, suffer pain, fear, guilt, and rejection. The toll of this can be catastrophic on individuals as well as those that have had friends and family members give up on life altogether.

This is not a book about depression or suicide, but a book about hope, a book of optimism and answers as to how to make changes that have a positive impact on living.

If someone had a formula for converting a difficult life into an easy one, would you take on that formula? Would you really make the changes, if they were easy, simple and could be implemented within 15 minutes, but make a lasting difference in your life?

15 Minutes to change your life is exactly what it means. Stop falling into the same traps in life, make a difference to your situation and change your circumstances overnight. Be a better person within a few minutes of applying some simple strategies, making a life changing positive step for your future.

Follow the 5 steps in bringing about new release on life.

- 1) Find the area of your life that you are not happy with
- 2) Link the problem with how you feel about it
- 3) Address the core issue
- 4) Acknowledge the source of your pain
- 5) Begin a new life with choice and purpose

This process can take less than 15 minutes to make a significant change to your life. Set yourself free from the anguish, pain and burden. Emotional baggage can hold you back from experiencing the best that life has to offer.

My mother said that "life wasn't meant to be easy", so I figured, if I am struggling then I must be on the right track, right? The problem with that thinking is - that we will always be ***struggling***.

How can we have a happy and successful life if we are always struggling? The reality is, WE CAN'T So, we have to make a choice. Do we choose to struggle, or do we choose to live?

15 minutes to change your life will be the best and most liberating book that you will read in your lifetime.

Bringing common knowledge to the world.

Julie Richman

About Julie Richman:-

Responsively supporting Business Owners by creating pragmatic, functional & strategic tools for aspiring futures

Julie Richman has spent her life dedicated to the pursuit of answers for individuals and business owners by challenging pre-existing mindset patterns. An experienced Business Consultant, Julie has provided support and assistance to small business owners across Australia for over 10 years. Understanding the fundamental keys to personal success, Julie shares her insightful views on life, love, family, interpersonal relationships, people, business and success.

Julie has a Diploma in Entrepreneurial Management, is a Member of the Australian Institute of Management, and has a Degree in Business and Commerce from Monash University majoring in Marketing and Management, and has developed and delivered recognised training courses for Small Business Owners and Entrepreneurs.

With over 20 years personal experience in owning and operating small business, from start-ups with zero dollars, right through to her Franchising experience, both as Franchisee and as a Franchisor. This provides valuable perspectives from both sides for those couples within that discipline, as well as independent business owners from all industry types.

Julie Richman is featured through the Key Person of Influence team and is highly acclaimed within her field.

Contact Details:

Direct Mobile: 0409 527 647

Office: 07 3200 5230

Email: julie@effectivesolutions.com.au

Address: PO BOX 229 Kedron QLD 4031

Web: www.effectivesolutions.com.au