

New Australian Author Book Release

EMBRACE THE FAIL

BRETT MCCALLUM

USE FAILURE TO BOUNCE TO SUCCESS!

This book debunks the idea that failure is bad and should be avoided at all costs. The simple truth is you should strive to fail in the pursuit of a great life. In this way, all the things you learn become what you appreciate throughout the journey.

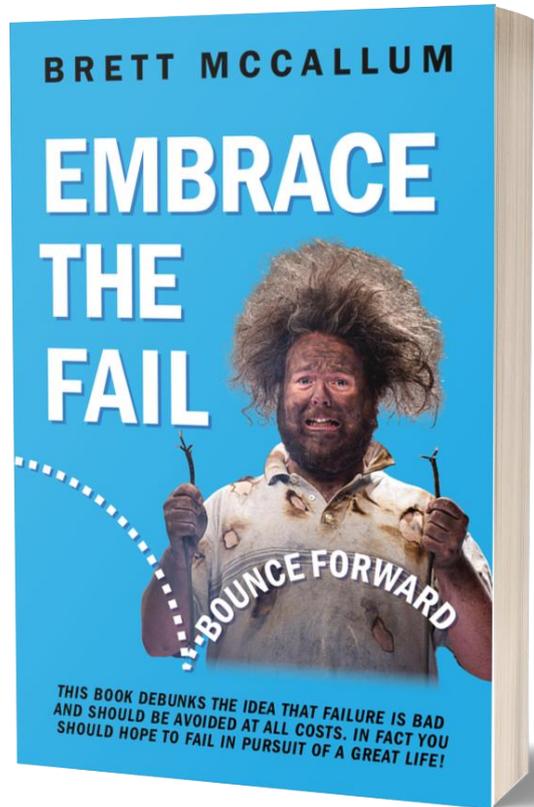
Drawing on his own failures – beginning at High School and repeating between successful (and not so successful) ventures – Brett McCallum takes you on an optimistic and personal journey that's a must read for all ages.

This book chronicles decades of entrepreneurial experience, as well as practical steps to take, so you too can Embrace the Fail to maximise your success.

Brett also shares the life lessons of his heroes: nine of the last century's greatest successes in business, music and sport, who all used failure to bounce higher than anyone else.

Failing has never looked so good!

This book proves that it's the way you bounce back after a failure that will determine your level of success, and help you find your ultimate purpose. Are you ready to Embrace the Fail?



RRP: \$19.95

Trade Price: \$9.48

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Genre: Non-Fiction,
Self Help

Format: Paperback

Audience: General

Location: Reedy Creek QLD

Visit shawlinepublishing.com.au for more details on the author, Brett McCallum.

Thank you for supporting a new author from the local community of Howrah. If you require any further communication or information, please contact us directly to organise and confirm as requested and within reasonable timing to help you meet your goals also.

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Also by Brett McCallum

ARE KIDS BORN @!*HOLES, OR ARE THEY TAUGHT TO BECOME @!*HOLES?

After being congratulated by a Hawaiian waitress for having such polite and kind children, Brett McCallum, serial entrepreneur, CEO and Dad, sat down to ponder whether he was just 'lucky' that his children turned out so well, or was it the discipline and respect he and his wife showed to them that turned them into amazing little humans...

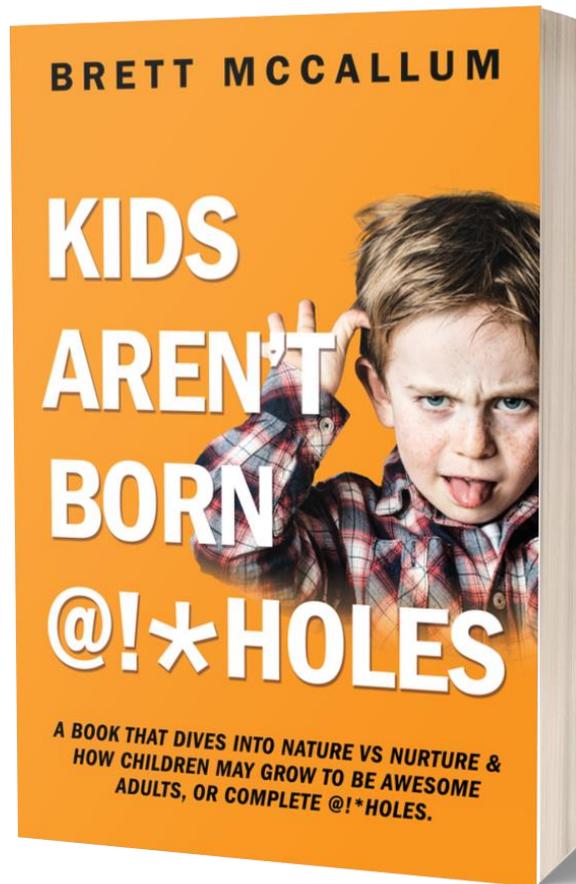
This book is the culmination of that pondering and discusses the raft of influences that affect our children in both negative and positive ways during their day to day lives.

With input from a school principal with over 30 years' experience, a couple experiencing new parenthood, a single dad bringing up 3 kids on his own and a physiologist specialising in children's behaviour, Brett aims to answer the age-old question – 'are kid's born *sshholes?'

Some people might be offended by the title, but Brett thinks that's a good thing! He didn't write this book for the faint-hearted – it's for those parents who're determined to raise kids to become the most awesome little humans they can be.

Brett takes the view that the unique problems of kids today didn't just happen in a vacuum. Instead, we have stood by and watched it happen.

The question now is: What are we going to do about it?



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Format: Paperback
Audience: General
Location: Reedy Creek QLD
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A Conversation with Brett

Why did you write your newest book, 'Embrace the Fail'? What were your inspirations?

All my life experiences and failures led to this, it is not just you who fails, all the successful people also failed.

What was an early experience where you learned that language had power?

My mum always brought me up saying that the meaning of a word can be taken in a different context.

What other authors are you friends with, and how do they help you become a better writer?

Nick Bowditch helps me by being honest and not afraid to speak out.

Do you have any suggestions to help others become a better writer? If so, what are they?

Write with your heart, not your head.

About Brett's book **KIDS AREN'T BORN @!*HOLES**

Will your content be informed by evidence-based, peer reviewed sources and experts in the field of child psychology, or will it be based on the author's or other's opinions?

Opinions of all, mine to start with then professionals and anyone who wants a say. No opinion is wrong. This is all about my thoughts on the future of the world and how stuffed up it is because we do not give a crap about the kids.

Can you define what you mean by the title of the book, Kids Aren't Born @!*holes?

*It is in the title. I believe that kids are taught to become @!*holes due to the lack of parenting and the broken educational system.*

What are the objectives of your book 'Kids Aren't Born @!*Holes'?

To be controversial, make a point that things need to change. We need to ensure that the kids actually do have a chance, but parents and educators and other people of influence actually have to give a crap about them. The kids are the future leaders, and we need to parent and educate them to enable them to have the best opportunity moving forward.

Why did you write 'Kids Aren't Born @!*Holes?' and what were your inspirations?

The waitress complimenting me on my children made me think about why they had turned out so polite and well-behaved. I started wondering whether I had anything to do with it, or whether I was just lucky.

Is 'Kids Aren't Born @!*Holes' a stand-alone or part of a series?

I am thinking it should be part of a series. This is the first book from my perspective, and I think we need to do one from the Kids Perspective in the future but I am open to options

What is the definition of '@!*hole' for the purposes of this book?

A disrespectful, naughty, harmful, child who plays up all the time and does not appreciate what they have.

What genre will the book fall into? Is it intended to be a self-help book?

Yes and no, more along the lines of an information book to get people to act. The issue is not the climate, it is the fact that we are not parenting our kids, which we need to.



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