

What if everything you'd been told about starting a business was wrong?

SCREW WORK BREAK FREE

How to Launch Your Own Money-Making Idea in 30 Days

by

JOHN WILLIAMS

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Today, an idea can change the world, an idea can make you famous, and an idea can make you a millionaire or even billionaire. And with the remarkable online tools available to us all, there's never been a better time for anyone to start something of their own. Welcome to the Idea Age!

Screw Work Break Free is the essential and practical start-up guide for the Idea Age, written by inspirational career guru, who founded The Ideas Lab, John Williams: whether you want to find something to get you out of your job, do something with a creative idea you have, have a positive impact on the world or launch a business to make your fortune – follow the process contained here and within 30 days you'll have launched something real into the world.

The *Screw Work Break Free* approach is radically different to that described in conventional business books which make you wade through tedious admin before you take a single step and leave you with nothing at the end but a business plan. Instead you'll discover an effective 3-step process to find that killer idea with real earning potential that you'll also enjoy pursuing, and then jump straight into a practical 30 day programme designed to launch your idea with near-zero investment and without quitting your job.

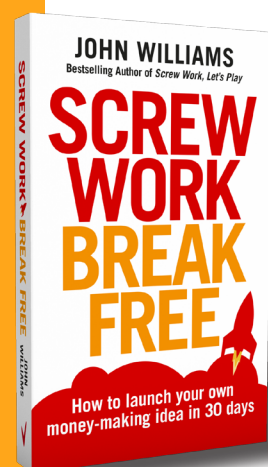
The 30 day programme employs a new approach drawn from the strategies of famous creatives and billion-dollar start-ups that Williams calls this "The New Entrepreneurialism" and it centres not on research, pondering and planning but on proving your idea in the real world in its smallest form and then scaling it up over time.

Screw Work Break Free includes mindset tips including:

- The instant procrastination fix
- What to do when your get-up-and-go seems to have got up and gone
- Confidence hacks to get yourself out there
- How to make real progress in just 20 minutes a day

The very latest thinking on marketing and monetization including:

- Eleven ways to make money out of any idea
- How to make your idea go viral
- A simple way to create a great looking website for free in just a couple of hours
- Secrets you can use from multi-million dollar launches
- How to be likeable – a beginner's guide to social media success



The strategies and tools in the book have been proven with thousands of participants on programmes run by The Ideas Lab – people who have created award-winning blogs, won prestigious consultancy projects, run sell-out comedy and music events, launched apps, published best-selling books, quit their jobs and launched global businesses.

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There has never been a worse time to be an employee – with outsourcing, automation, globalization, millennials facing unemployment, and employees everywhere getting squeezed, the traditional 9-5 job is no longer the safest or the most comfortable form of employment. If you don't know how to make ideas happen, you might end up the minimum-wage employee of someone who does. No wonder self-employment around the world is on the rise (growing from 300 million in 2010 to over 1 billion by 2020). Now is the time to join the movement – ***Screw Work Break Free*** will show you how to start thinking like an entrepreneur instead of a 'workerbot' and within 30 days you'll have launched something real into the world.

Can you really start a business in 30 days?

- Saskia Nelson used Williams' strategies to launch her photography business for online dating profiles in just 30 days and now has five other photographers working under her.
- Jody Day started a blog called Gateway Women to support childless women like herself and within 30 days it was already on its way to becoming the international movement it is now – with a global reach of 2 million people and a bestselling book to support it.
- Wolfgang Wild started Retronaut, his blog of remarkable historical photos using the free WordPress system and ended up with a site getting 200,000 hits a day and an exclusive licensing deal with Mashable.com.
- Mark Zuckerberg developed the first version of Facebook in just 30 days while studying for his finals? Today, Facebook Inc is a business worth over \$300 billion, the ultimate example of the "Thing big, start small" philosophy employed in the book.

About the Author



John started his career as a software developer in special effects, moved into streaming video, and then became a senior managing consultant at Deloitte. He left to work as an independent consultant advising broadcasters in several countries on technical strategy, then after a couple of years qualified as a coach, took seven years of professional development courses in psychotherapy, and founded The Ideas Lab to help people launch creative projects and businesses. His first book *Screw Work Let's Play* was a UK bestseller and has been translated into 9 languages.

The author is donating ten percent of ongoing global royalties to Kiva, an organisation that makes life-changing microloans to entrepreneurs in the developing world.

John Williams is available for interview and to write features

For reviews, mentions and interviews please credit the book using the below copy:

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0207 840 8374 or email dharrison@penguinrandomhouse.co.uk