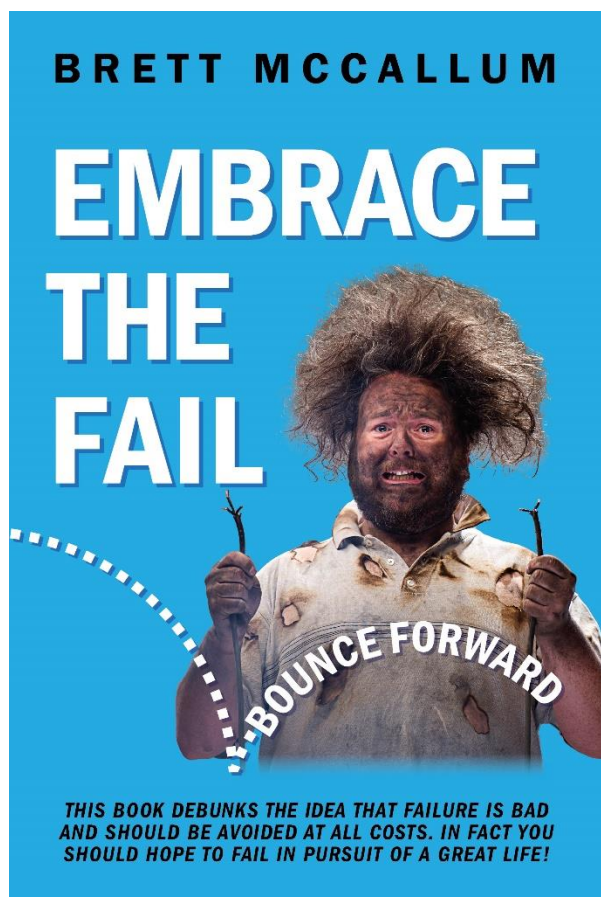


EMBRACE THE FAIL

BRETT MCCALLUM



ISBN	9781922701367
Publication Date	20 MAR 2022
Genre	Self-Help
Format	Paperback
Audience	General
Author Location	Gold Coast, QLD

Price available on our website

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?

ABOUT THE AUTHOR



As a teenager, Brett McCallum became one of the youngest bank managers in Australia. Brett is also an experienced Corporate Executive, and the co-founder and Chief Executive Officer of an IT consultancy running multimillion dollar projects. Currently, Brett's other projects include co-founder of a sports app, advisor to a cryptocurrency startup and board member of a social tech accelerator. Brett co-launched Startup Club and Startup Village. He also co-hosts three podcasts interviewing successful people from all walks of life.

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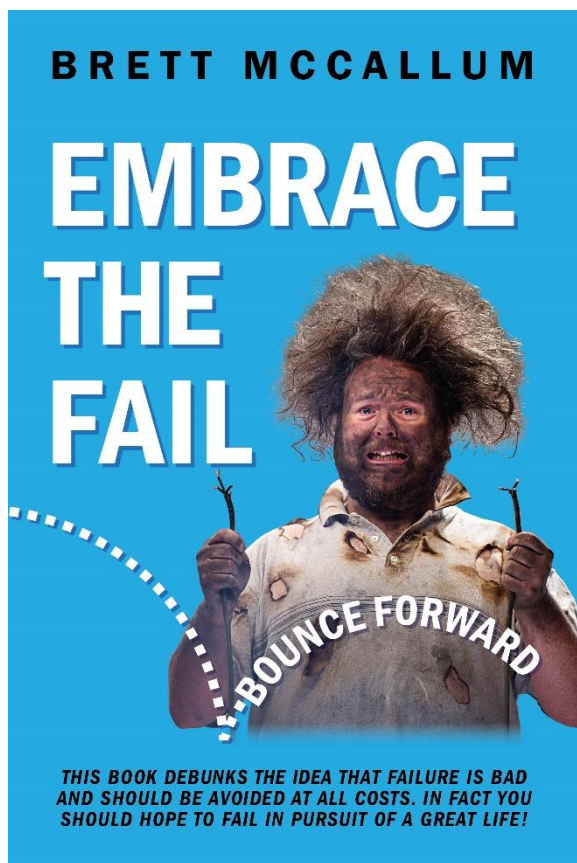


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EMBRACE THE FAIL

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A CONVERSATION WITH THE AUTHOR

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, but also 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?

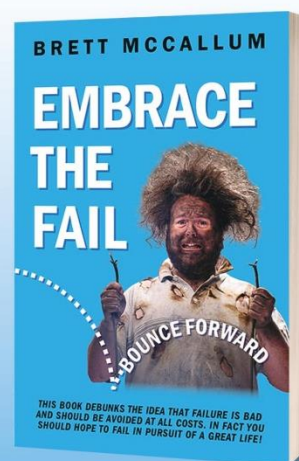
Write with your heart, not your head.

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"...another great book of insightful and passionate words that help you to know you are on the right track, even when the track seems like a big mess of fallen trees! Wonderful and I highly recommend..."

- Trevor, IndieBook Reviewer



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