

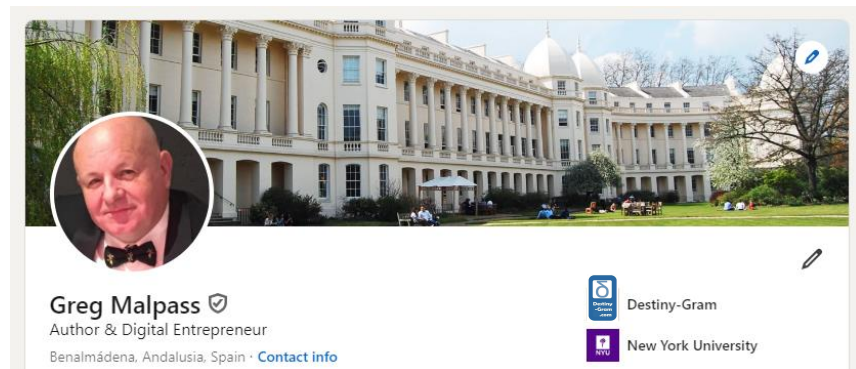


Think Big Books
Literary Agent REOI-
Executive Summary



EXECUTIVE SUMMARY

**"YOUR IMPOSSIBLE MISSION ACCOMPLISHED"
SELF-HELP BOOK & AI-ASSISTED LIFE ASSESSMENT PLATFORM
INFORMATION MEMORANDUM
REQUEST FOR EXPRESSION OF INTEREST**



“Your Impossible Mission Accomplished is a groundbreaking self-help book that integrates traditional personal development concepts with an introduction to cutting-edge AI technology and the book’s sister website Destiny-Gram.com. Aimed primarily at young adults and students, the book offers a comprehensive guide to self-discovery, personal growth, and finding one's true purpose in life.”

**INFORMATION MEMORANDUM DOCUMENT
LITERARY AGENT REOI - CONTENTS**

(Full document available upon Request)

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REQUEST FOR EXPRESSION OF INTEREST



"Your Impossible Mission Accomplished"

Overview: "A groundbreaking self-help book that integrates traditional personal development concepts with an introduction to cutting-edge AI technology. Aimed primarily at young adults and students, the book offers a comprehensive guide to self-discovery, personal growth, and finding one's true purpose in life.

Key Features:

1. Integration of AI technology through the Destiny-Gram platform
2. Holistic approach covering emotional intelligence, character and sexuality
3. Practical application tools for readers
4. Future-oriented perspective on personal development in the digital age

Market Potential:

The book targets a significant and growing market, filling a unique niche by combining self-help with AI applications, addressing the growing demand for technology-assisted personal development-

- Global self-improvement market: Projected to reach \$56.66 billion by 2027
- Large millennial and Gen Z audience in the US: 140 million in total
- Expanding AI market: \$62.35 billion in 2020, with 40.2% CAGR expected 2021 to 2028

Synergy with Destiny-Gram Website:

The book and Destiny-Gram website form a symbiotic relationship, offering-

- Theoretical foundation (book) and practical application (website)
- Offline and online experiences catering to different learning preferences
- Cross-promotion opportunities
- Continuous engagement and community building
- Data-driven improvements for both platforms

Marketing and Promotion Strategy:

1. Pre-Launch: Build anticipation through social media, influencer outreach, and press kit preparation
2. Launch: Multi-channel announcement, virtual book launch event, podcast and media tour
3. Ongoing Promotion: Content marketing, social media campaigns, email marketing
4. Leverage Destiny-Gram: In-app promotions, user success stories, integrated user experience
5. Collaborations: LinkedIn learning course, live sessions, targeted ad campaigns
6. Cross-Promotion: Partnerships with social network companies, AI companies, educational institutions, and corporate training programs

Rights and Distribution:

Seeking comprehensive deal on rights including-

- Territorial rights: North America, UK, Europe, Asia, and Rest of World
- Language rights: Major world languages and key Asian languages
- Format rights: Print, e-book, audiobook, serialization
- Subsidiary rights: Film/TV adaptation, merchandising, condensation, book club

Distribution Channels-

- Traditional bookstores and online retailers
- E-book and audiobook platforms
- Educational institutions and corporate channels
- Direct sales through Destiny-Gram website and events

Target Markets:

- USA high school and college/university students
- Young professionals (on LinkedIn)
- Tech industry professionals (on LinkedIn)
- Personal development enthusiasts
- International markets with strong self-improvement cultures

Co-Authors Background and Platform:

Authors brings over 35 years of global business experience and more recent expertise in AI-driven personal development.

Key credentials include-

- Founders of Destiny-Gram
- MBA from London Business School/New York University
- BSc in Engineering from City University, London
- Extensive international business experience

Platform includes-

- Think Big Partnership consultancy
- Destiny-Gram website
- Substantial LinkedIn network
- London Business School alumni
- International business connections

Collaboration Potential:

We are open to collaboration with the literary agent for book development, promotion, and overall success (potentially including Destiny-Gram.com). Additional marketing initiatives proposed include-

- TED Talk or TEDx Event
- Destiny-Gram corporate partnership with Social Media or AI company
- College tour and community group
- AI and tech conference appearances
- Podcast series and interactive 'Think Big' Book Club
- AI ethics roundtables
- Educational partnerships
- Mental health organization collaborations
- Celebrity endorsements

Conclusion:

"Your Impossible Mission Accomplished" offers a unique, technology-enhanced approach to self-help that stands out in the crowded personal development market. With its integration of AI technology, comprehensive content, and synergy with the Destiny-Gram platform, the book has significant potential to capture a very large audience and drive substantial sales. The author's extensive background and willingness to collaborate on marketing and promotion further enhance the book's prospects for success.



AUTHOR'S INTRODUCTION



[Opening]

“Welcome, esteemed literary agents. I'm Russ Whittington, an Englishman and writer but based in Spain. I'd like to introduce you to a groundbreaking project that's set to revolutionize the self-help and personal development industry. "Your Impossible Mission Accomplished" is not just a book—it's the cornerstone of a comprehensive ecosystem designed to empower individuals in their journey of self-discovery and personal growth. and I'm here to introduce you to a groundbreaking project that's set to revolutionize the self-help and personal development industry. "Your Impossible Mission Accomplished" is not just a book—it's the cornerstone of a comprehensive ecosystem designed to empower individuals in their journey of self-discovery and personal growth.

[The Book]

At its core, "Your Impossible Mission Accomplished" is a transformative guide that blends time-tested wisdom with cutting-edge technology. This book offers readers a unique approach to understanding themselves and charting their life paths. It covers what are considered essential topics such as: - Emotional intelligence in the age of AI; Transcending mediocrity and pursuing excellence; Moving beyond ego to connect with a greater purpose; Crafting a personal moral blueprint; Confronting vices and championing integrity; Aligning dreams with life's true purpose; and Embracing healthy sexuality.

What sets the book apart is its holistic approach and the integration of traditional self-help concepts with the introduction of AI-assisted tools, offering readers a modern, technology-driven approach to personal development.

"Your Impossible Mission Accomplished" is in fact the culmination of an extensive body of work. I've co-written this book with Greg Malpass who has previously written five other related books that delve deeper into various aspects of personal destiny. The books are entitled:- "Out of Darkness Cometh Light," "Your Real Destiny," "Sex and Your Destiny," "Destiny of an Author" and "The Road to Your Destiny." These books, currently being edited, are all inter-related and cross referenced and will be available for publishing afterwards, offering a comprehensive series that complements and expands on the concepts and conclusions which define "Your Impossible Mission Accomplished."

[The Destiny Gram Platform]

But the books are just the beginning. "Your Impossible Mission Accomplished" introduces readers to a sister website – Destiny Gram.com an innovative AI-powered platform that takes personal development to the next level. This exciting new platform offers:- Comprehensive personality profiling based on the Enneagram system: followed by AI-driven analysis of user data on skills and life goals as well as education, experience and qualifications - to generate personalized insights, tailored life assessments and action plans; and the profile can then be shared securely with AI chatbots for ongoing guidance and support

Destiny Gram represents the future of personal development and AI-mentoring, offering users a dynamic, data-driven approach to self-discovery and growth.

[Market Potential]

The potential market for this project is vast and growing: The global self-improvement market is expected to reach \$57 billion by 2027. Our product is targeted at young adults. Millennials and Gen Z, who make up a significant portion of the global population, are known for their interest in personal growth and technology... The global AI market size was valued at \$62 billion in 2020 and is expected to expand at a compound annual growth rate of over 40% to 2028.

There is also potential for exponential growth for the whole project:- We will be actively exploring partnerships with corporate giants in the professional social networking space. For instance, if Destiny Gram were to partner with a platform like LinkedIn, we could offer our personal profiling tool to their user base of over 800 million professionals. This would not only expand our reach dramatically but also creates a vast potential market for the book itself. Each user who engages with the Destiny Gram profile could be a potential book buyer, significantly amplifying our market penetration.

[Unique Selling Points]

Several aspects make this project truly unique, including:-... Integration of AI: Unlike traditional self-help books, we offer a technology-enhanced approach to personal development; A Comprehensive Ecosystem: The book, platform, and AI chatbot create a holistic personal development experience; Data-Driven Insights: Our AI algorithms provide personalized, actionable guidance based on user data; A totally Privacy-Focused Platform: We prioritize user data security and privacy, giving users full control over their information; and finally Scalability: The Destiny-Gram platform has the potential to grow into a comprehensive ecosystem for personal growth, career navigation, and networking.

In addition, as well as the other five interrelated books in the series, we will, as mentioned, be seeking a Corporate Partnership for the website business: which itself is an important USP for the book, as it will potentially exponentially increase our user base and book sales.

[Author's Platform]

As the co-author, written with Greg Malpass, we bring a unique blend of expertise to this project including:-over 35 years of experience in global business development and strategic consulting; we are the founders of Destiny-Gram, demonstrating commitment to innovation in personal development; and Greg holds an MBA from London Business School and New York University, providing a strong foundation in business strategy and a large international business network; and last but not least - the benefit of very extensive international experience, offering diverse cultural insights, essential to taking this project global.

[Call to Action]

In summary, the book "Your Impossible Mission Accomplished" and the Destiny-Gram platform represent a paradigm shift in personal development. We're not just offering a single book, but a series of works that comprehensively explore the concept of personal destiny, backed by an innovative AI platform with immense growth potential. The synergy between the book series and the Destiny-Gram platform, coupled with the possibility of major corporate partnerships, presents an unparalleled opportunity in the publishing world.

We're seeking a visionary literary agent who recognizes the immense potential of this project and can help us bring it to a global audience. Together, we can revolutionize the self-help industry and empower millions to discover their true potential.

Thank you for your time and consideration. I look forward to the possibility of working together to make the impossible, possible.

[Closing]

Join us in shaping the future of personal development. Your impossible mission starts now.

Thank you.”

Russ Whittington
Co-Author
July 2024

Links:



THESE YOUTUBE VIDEOS BEST DESCRIBE THE BOOK AND DESTINY-GRAM PROJECT OBJECTIVES & POTENTIAL INFLUENCE

Links:

