

## CASE STUDY

# SORT YOUR BRAIN OUT

DR JACK LEWIS & ADRIAN WEBSTER | CAPSTONE

"A truly inspiring and fascinating book, with lots of simple ways to make the most of your biggest asset - your brain. Without doubt, a book you cannot be without!"  
Diane Sarah Sorey DBE

DR JACK LEWIS & ADRIAN WEBSTER

## SORT YOUR BRAIN OUT



BOOST YOUR PERFORMANCE,  
MANAGE STRESS AND ACHIEVE MORE



### ABOUT THE BOOK & AUTHOR

*Sort Your Brain Out* combines the expertise of one of the world's leading motivational speakers and a famous neuroscientist to help readers unlock the potential of the most powerful tool they will ever own – their brain. It provides fascinating insights into the science of the brain with actionable advice that doesn't overwhelm the reader with jargon.

### OUR CAMPAIGN

We targeted two markets with our campaign – the business media and the consumer media. Making the most of the two authors and their different experiences, we offered interviews, comment and by-lined articles as well as reviews and extracts.

### HIGHLIGHTS

Coverage included interview features in *ShortList Magazine*, *Daily Express* and *Sunday Express*, *Daily Star*, *Take a Break* and *Cosmopolitan* as well as reviews in *Mail on Sunday*, *Third Sector Magazine*, *Inside Out*, *Real Business*, *Start Your Business Magazine*. There were a dozen regional radio interviews.

Dr Jack Lewis has been dedicated to increasing everyone's understanding and interest in their own brain, and is recognisable as the neuroscience expert for ITV's *This Morning*, as well as starring on BBC, Channel 4, Sky One, Discovery and MTV. Adrian Webster is a best-selling author and one of the most sought-after motivational speakers in Europe, delivering hilarious, engaging talks to business leaders worldwide, including recently sharing a stage with Tony Blair to address the Swiss Economic Forum.

# Make caffeine your friend

COFFEE CAN BE A POWERFUL WEAPON - IF YOU USE IT CORRECTLY

That cup you're holding, bearing your (probably incorrectly spelt) name? It holds a powerful liquid. Caffeine is the world's most widely used stimulant, but

work in the gym," explains Dr Jack Lewis, neuroscientist and co-author of *Sort Your Brain Out* (sortyour



caffeine," says Aza Raskin, VP of innovation at UPCoffee (jawbone.com/up/coffee), an app that allows you to monitor caffeine intake. "You can

consumption – caffeine's not just in tea and coffee; look out for energy drinks, fizzy drinks, chocolate, painkillers and even decaf coffee.

REPORTER EXPERTS By Dr Jack Lewis & Adrian Webster

## Food For Thought

You are what you eat, just as the saying goes...

When it comes to thinking about food choices, little thought is usually given to the amazing device that's doing all the thinking, the brain. That pulsating, jelly-like, fleshy, bucket-sized organ between your ears is the most advanced piece of bio-ware in the known universe, capable of outperforming even today's most advanced supercomputers. Its abilities are quite staggering, but it can only perform at its best if it is supplied with the right fuel. There are four easy things you can do to help ensure consistent high performance.

Start the day with a glass of water. Your brain is 72% water. The efficiency with which it can send electrical messages around its 100,000 miles of brain wires is compromised when you are

Avoid rapid sugar overload. Although your brain weighs only 2% of your overall body weight, it consumes 20% of all the oxygen and glucose available in your bloodstream, and that's when it's just ticking over.

When you're really concentrating hard on something, its demand for energy resources from your blood shoots up to 50%. As a result, people have a tendency to snack on foods made almost completely from sugar and/or fat. These sugar-laden snacks may feel like they are providing an instant fix, but the truth is, as far as brains are concerned, they are



### OFF THE SHELF

Emma De Vita reviews...

## Sort Your Brain Out

The aim of this book, according to its authors, the neuroscientist Dr Jack Lewis and the motivational speaker Adrian



# Six things to keep in mind

Neuroscientist Dr Jack Lewis and motivational speaker and author Adrian Webster have combined their wisdom to write self-help book *Sort Your Brain Out*, to help us maximise our grey matter. Here they outline some key areas where a little work can reap great rewards

## Happy Mondays



by Carole Ann Rice

Leading life and happiness coach

### WHAT THE PUBLISHER SAID

The Book Publicist have generated fantastic coverage for the Capstone imprint books they have worked on for us - across national, business and consumer media, in print, online and broadcast. Our authors have been very pleased with the opportunities they have secured for them and have enjoyed working with them – and, of course, seeing the results.