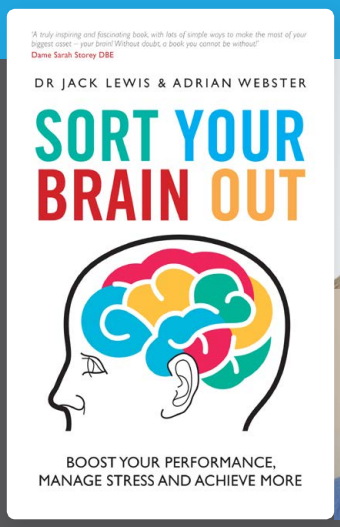
CASE STUDY

SORT YOUR BRAIN OUT

DR JACK LEWIS & ADRIAN WEBSTER | CAPSTONE



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 overwhelming the reader with jargon.

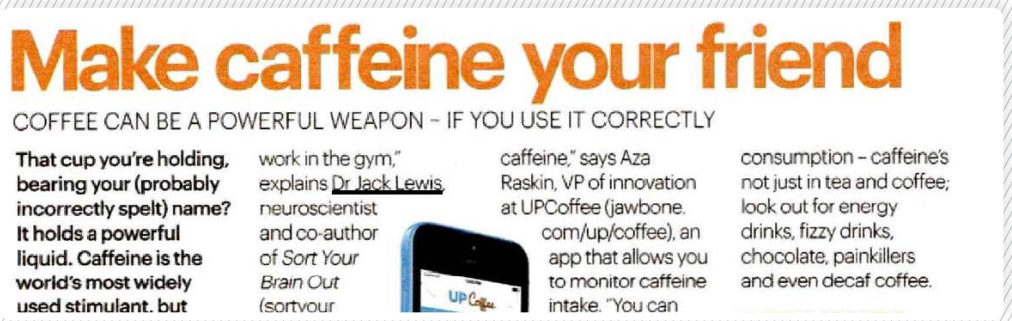
Dr Jack Lewis has been dedicated to increasing everyone's understanding and interest in their own brain, and is recognisable as the neuroscience expert for ITV's ***This Morning***, as well as starring on BBC, Channel 4, Sky One, Discovery and MTV. Adrian Webster is a best-selling author and one of the 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.

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.



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...

OFF THE SHELF

Emma De Vita reviews...

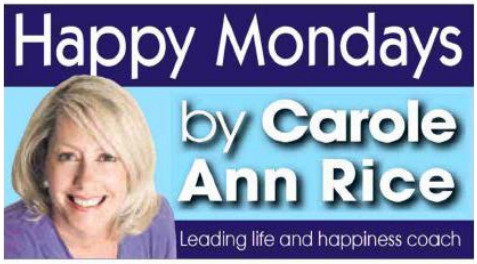
Sort Your Brain Out

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

SORT YOUR

Six things to keep in mind

leuroscientist Dr Jack Lewis and motivational peaker and author Adrian Webster have ombined their wisdom to write self-help book ort Your Brain Out, to help us maximise our rey matter. Here they outline some key areas vhere 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.