

SECTION 2



**INTRODUCING YOUR HOST
ADAM WALLACE!**

YOUR HOST - ADAM WALLACE

Hi! Adam Wallace here, ready to guide you into the *AMAZING* world of doing making money as an author or illustrator.

What? That's impossible? Well, I'm here to tell you that if it **was** impossible, I'd still be a miserable engineer.

But I'm not.

I'm a full-time author, I love it, and I make money from it.

It wasn't easy though, but it **was** easy at the same time, because I had a goal I was desperate to reach, and look out anyone who got in my way. I had a super strong why, and it drove me. I wanted to be an author. **I craved it.** At the end of a day where I hadn't done any writing ... I would write. I ached to write. It was painful to not write, and joyous **to** write (*and nothing's changed*). I wanted to do it all the time, and I wanted to get paid for doing it.

When **no one would pay me** to be an author (*hello 200 rejections!*), I got off my butt and did it myself, self-publishing and selling books by hand, while still engineering and working in before and after care. And yes, on that, I don't recommend chucking in your day job and backing your writing in to hit the jackpot from day 1!

I kept my day jobs, and all the while I was writing and writing and testing and seeing what worked and getting my writing as good as I could get it (*for that time*).

And slowly, eventually, the universe took notice. Doors opened up. I started to meet amazing people that helped me, guided me, gave me a chance, supported me, paid me.

"The only thing you can control is how hard you work." ~ Robert Ben Garant and Thomas Lennon

I tried, as far as I could tell, everything. Everything I could think of, anyway. And that was such an unintended advantage! **Having different streams of income meant if one slowed, the others held it up.** As an example, right now, in 2020, with Covid, I have lost over \$10,000 worth of school bookings in one month!

So now I have had those experiences, I really hope they will help fast track you to a point where you are able to carve out a sustainable career in creating children's books.

On that note, let's get into it ... after a few facts and figures on the next page. I want you to feel safe and comfortable in me being the person to guide you through this course, and to give you the information that will be a base to you being flush with cash ... wait, that's not right. To you being loaded! No, that's not it either.

Opulent? Rolling in it? Filthy rich? Well-heeled? Well-to-do? Prosperous?

Look, in the end, all of those terms mean different things to different people. So let's aim for a level of income that means you can do a job you love and create the lifestyle you want.

Yeah. Let's go for that.

CREDIBILITY CHECK

ADAM WALLACE - EVIDENCE

Full-time author, making a living doing what I love.

Been self-published, traditionally published, partnership published, flat fee published, doing it for a friend published!

Published by companies in Australia, America and Slovenia.

Been **Number 1** on the *New York Times Bestseller List*

Been **Number 1** on the *Amazon Bestseller List* (all books)

4 times on the *USA Today Bestseller List*

Over 80 books published

Over **2 million** books sold

Over 140,000 books sold personally by Adam Wallace

Book read on the *White House Lawn*

Books read in the *DJ Khaled, Kim, Kourtney and Khloe Kardashian* households - not delivered personally, unfortunately ... but it will happen!