



Tony J. Selimi

The Cognitive Expert Delivering Solutions for  
the Evolution of Human Consciousness

YOU CAN BUILD A  
REALLY GREAT  
BUSINESS AT THE  
BACK OF A BOOK!

# AUTHOR

## GROWTH & SUCCESS COACHING



TONY J. SELIMI

# WELCOME

*Hi There!*



**I AM TONY, AND WELCOME TO THE TOTAL AUTHOR SUCCESS  
& TRANSFORMATION COACHING PROGRAM**

This is the space where you can expound on why you became an author and for what purpose and learn effective and efficient strategies to unleash your full writing potential.

Through an author growth & transformation-focused coaching program, you will receive expert advice and relevant strategies based on three decades of experience working in the corporate world and assisting thousands of clients and established authors to succeed and create profound shifts and results. It can be formal or conversational - it's up to you!

*Let's do this!*

*Tony J. Selimi*



# WHAT TO EXPECT

## THE 21-SESSION TOTAL TRANSFORMATION PROGRAM

The goal is to empower you, help you avoid endless hours of wasted research or the pursuit of dead-end avenues, save you money, and to get you on a self-sufficient, productive path.



### CUSTOMIZED COACHING

The focus is on your specific author needs and goals by applying best practices, common sense, my experience, and industry trends to your predicament.



### 21 KEY AREAS TO EXPLORE

To unlock your writing potential and make your mark in the literary world, I will guide you through the process of what it takes to successfully build a great business & sell more books.



### GREATER CONFIDENCE

Confidence is the foundation for success as an author and translates into greater success in the publishing world and an increased sense of self-assurance in your daily life.



### ACCOUNTABILITY AND SUPPORT

Through regular check-in points, encouragement, and support through the difficult stages of your author journey we'll make sure you stay motivated and on track.



# 21 AREAS TO EXPLORE

DEVELOPING STRONG MEDIA TALKING POINTS AND MESSAGING

ESTABLISH AUTHOR BRAND AND STRATEGIES TO GROW IT

SALES STRATEGIE TO GREATLY INCREASE YOUR BOOK SALES

THE SECRET SAUCE FOR HITTING BESTSELLER LISTS

HOW TO WIN AND MAKE THE MOST OF BOOK AWARDS

GETTING SPEAKING ENGAGEMENTS, GIVE A TEDX TALK

MEDIA COACHING TIPS AND STRATEGIES TO SECURE INTERVIEWS

YOUR WEBSITE AND MARKETING MATERIALS THOROUGHLY REVIEWED

STRATEGISE TO MAXIMISING SOCIAL MEDIA TO SELL MORE BOOKS

ONGOING WRITING, PUBLISHING, AND MARKETING SUPPORT

STRATEGIES FOR NEWS MEDIA COVERAGE

MAKE THE MOST OF PODCASTING

BREAKING THROUGH MENTAL & EMOTIONAL AUTHOR BARRIERS

BUILDING A PROFITEABLE BUSINESS & PRODUCT ECO SYSTEM

TECHNOLOGY & AI EXPERT ADVICE & SUPPORT

HOW TO MAKE YOUR NEXT BOOK MORE MARKETABLE

ASSESSING & EXPLORING PUBLISHING OPTIONS/ OPPORTUNITIES.

REVIEW ANYTHING YOU ARE WORKING ON IN YOUR AUTHOR JOURNEY

ACCESS TO EXCLUSIVE AUTHOR RESOURCES

OPPORTUNITY FOR CROSS PROMOTION TO MY 1 MILLION PLUS FOLLOWERS

ADVANCED BOOK PROMOTION TECHNIQUES, AND SO MUCH MORE

# SERVICE INVESTMENT

## PAY AS YOU GO

£2600/h Plus 20% VAT

- When you want it
- No long-term commitment
- Get instant clarity

## STANDARD

£31,200 Plus 20% VAT

- 12 consultation hours
- Up to six specific areas to explore
- Boost your author journey

## PREMIUM

£54,600 Plus 20% VAT

- 21 consultation hours, one year
- Up to 12 specific areas to explore
- Accelerate yearly growth & support

## GOLD

£78,000 Plus 20% VAT






- 30 consultation hours, one year
- Up to 21 specific areas to explore
- Maximise your author's potential

## PLATINUM




£120,000 Plus 20% VAT

- 5 Days luxury author retreat
- Unlimited areas to explore
- Elevate your & author potential

# KICKOFF CHECKLIST

-  SELECT THE SERVICE YOU WANT
-  SIGN THE CLIENT AGREEMENT
-  SETTLE YOUR INVOICE
-  BOOK YOUR FIRST THREE SESSIONS
-  COMPLETE HOMEWORK #1

## HOW TO BOOK

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# ABOUT TONY JETON SELIMI



Tony J. Selimi is an award-winning author, internationally well-sought business mentor, transformational life coach, filmmaker, visionary, and one of the world's leading self-mastery authorities specializing in human behaviour, the psychology of personal and business success. He teaches you how to break through perceived fears and limits, attain higher levels of achievement, and create quantum leaps by empowering your social, spiritual, physical, and relationship life, growing your business, writing books, improving your finances, and elevating your mental and emotional well-being.

He uses one of a kind life-transforming TJSeMethod: ALARM®, Behavioural Change Principles®, The Unfakeable Code®, Values Clarification Process®, and Octagon of Excellence® Method and principles to assist Fortune 500 CEOs working for Microsoft, SAP, Deutsche Bank, Bank of America, E&Y, Vandercom, Gaya Cards, Amec Foster Wheeler and people from all professions including MBA graduates, entrepreneurs, coaches, authors, scientists, doctors, politicians, global leaders, lords, royalty, millionaires, billionaires, and celebrities. Organizations hire him to inspire their employees, tackle leadership, performance, and related financial issues, resolve conflicts, improve sales, and business processes, speak on mental health, the power of inclusion, and diversity, and teach them how to engage, empower and elevate their leaders and teams, thus improving efficiency, profits, productivity, and the overall company culture and well-being.

His private breakthrough consultations help overcome addictions, fears, depression, phobias, procrastination, low-self esteem, dissolve relationship conflicts and focus your time and mental faculties on the things that matter most. Selimi teaches you how to reduce and effectively manage stress, increase your business acumen, make better choices and decisions, **B**rove your certainty and quality of life, and create a healing mindset, financial success, and healthy work-life integration. Based on his life's transformation, he wrote the #1 Amazon International best-selling and multi-award-winning books, A Path to Wisdom, #Loneliness, Fit for Purpose Leadership #3, The Unfakeable Code®, and A Path to Excellence. His books aim to spread awareness, knowledge, and tools people can use to grow and transform their personal, professional, and business life. His upcoming books, The Unfakeable Genius® and Climb Greater Heights, will be published in 2023/24 alongside releasing Into Your Divinity® real-life coaching documentary series, films, and The Unfakeability Test.

As an international speaker and consultant, he has spoken at the stages of the UN, TEDx, London Business Show, Migrant Women, Yes You Can, Quantum Leap, Animas Coaching Institute, Sterling Business Network, Rotary Club International, Asset House Management, Leadership Conferences, Cranfield School of Management, private dinner functions, awards ceremonies, and Mind Body Spirit Events. Selimi has been featured in many global magazines and appeared on over 850 TV/Radio/Podcast stations across the world, including being interviewed by Ian Pelham-Turner, an award-winning Royal Photographer and Royal Commentator, Rudina TV Klan, Besim Dina for Oxygen TV, Jack Canfield, and Brian Tracy for ABC, NBC, CBS, FOX, SKY and their affiliates reaching over 100 million-plus viewers, listeners and readers worldwide.

Selimi's parents, Shaqir and Ljutvije Selimi, instilled a great work ethic and the importance education plays in creating a more abundant, just, peaceful, and equal for all world. His dad always called him "Diamond." In honour of the inspiration from his parents, Tony is now on a mission to teach his trans-formative methods to elevate the lives of one billion people of all nationalities, creeds, and colours. Hence, they become purposeful and disciplined masters of themselves and dedicated leaders who achieve a better and more sustainable future for all.

Tony founded TJS Cognition with a heavenly vision to inspire decisive action and positive transformation in the lives of one billion people, contributing to accomplishing the UN's 17 Sustainable Development Goals and directing the evolution of human consciousness. He was shaped by thirty years of continuous study and cross-disciplinary research, delivering over 25,000 coaching, training, and mentoring hours and having more than two decades of working experience. Winner of the London SME Most Visionary Entrepreneur, Corporate Coaching and Recruitment Business Coach of the Year Award. Silver Winner of Literary Book Award, USA Book, Book Excellence, Top Shelf Magazine and Maincreast Media Book Award in the following categories: Personal Growth and Development, Self Improvement, Self Help, Inspirational, Motivational, Entrepreneurship, and Business and Leadership.

