



Writing Nonfiction

The elements of distilling, framing and creating great personal productivity and other nonfiction.

How do you distill a concept and create a productivity book?

As the Author of four personal productivity books, Mark Bradford shares his unique methodology for distilling a complicated subject into a digestible book.

Meet Mark Bradford, author of *The Status Game I & II*, *OneSelf: Have Faith, in Yourself and Alchemy for Life™: Formulas for Success*, host of the weekly *Alchemy For Life™* podcast, speaker and coach. He uses his unique core talents of understanding things from a perspective others do not, and explaining them in ways that are easy to understand.

Mark speaks to professional organizations, businesses and schools. He's created a group of programs specifically tailored to High School and College students.

Expectations

This interactive talk is a discussion of the Self-Help / Personal Productivity genre in general—what makes it great, and what makes it horrible. Like the *Writing Non-Fiction* program, this discussion covers the elements that come together to create a successful publication.

Through real life stories, anecdotes and humor, this interactive session will provide the following tangible takeaways:

Takeaways (deliverables)

- Attendees will learn what makes bad nonfiction bad
- Attendees will be given a chance to interact regarding present-day nonfictions and what they've come away with
- Structure, hierarchy and format will be discussed
- Alchemy for Life™ will be used as an interactive example