

# Best-Selling Author Shaa Wasmund Speaks at Business Book Awards Launch

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The inaugural Business Book Awards (<https://www.businessbookawards.co.uk/>), celebrating the best UK business book authors and publishers, has been launched at London's Army & Navy Club in Pall Mall, London.

The lunch-time event was hosted by successful author and co-founder and managing editor of Rethink Press (<http://rethinkpress.com/>) Lucy McCarraher, and the guest of honour was one of the UK's most successful business book authors, Shaa Wasmund MBE (<http://shaa.com/>).

Speaking at the event, Lucy McCarraher said, "New methods of business book publishing have come of age and authors, coaches, service providers and publishers in this area deserve to be celebrated.

"Of course, there are other awards for business books, some of which are very prestigious and longstanding. However, they either cover a very niche subject area or they will only accept entries from traditionally-published books. Some of them lack stature because they are judged by the public rather than by professionals.

"The Business Book Awards welcomes every good book and every method of publication. I want to recognise business book publishing and authorship in all its forms, and bring the best authors to public recognition."

Shaa Wasmund, the guest of honour at the Business Book Awards launch, said, "It would not be an exaggeration to say that writing my first book, Stop Talking, Start Doing, completely and utterly changed my life. It changed my career, it changed the whole trajectory of who I was and what I was doing. It gave me a platform that absolutely nothing else could have given me.

"Business books are booming, whether you go with a traditional publisher like Wiley or Penguin or self-publish – it doesn't matter. What matters is the book."

Shaa Wasmund is an entrepreneur, public speaker and the author of the bestselling books, Stop Talking, Start Doing and Do Less, Get More. She is an ambassador to the awards, was herself awarded an MBE for services to business and entrepreneurship and is named as one of the UK's Top 20 influential entrepreneurs.

Other ambassadors include Daniel Priestley (author of Key Person of Influence), Heather Townsend (author of The Financial Times Guide to Business Networking) and Bridget Shine, the Chief Executive of the Independent Publishers Guild (IPG).

Business Book Awards founder Lucy McCarraher said, "The best-selling writers like Tim Ferris, Michael Gerber, Gary Vaynerchuk and Shaa Wasmund have not only used their books to develop a fan base of entrepreneurs, they've set the gold standard in promoting their own businesses.

“Business owners, consultants and coaches recognise that publishing a book demonstrates their authority in their fields, bringing positive impact, income and influence.

“Authors whose books might not be appropriate for traditional publishers are now able to self-publish or use the services of a hybrid publisher to produce and distribute their books in print, e-book and audio formats.

“We will give every author of a business or self-help book the opportunity to participate in a high quality, impartial judging process.”

The head judge is Alison Jones, the founder of Practical Inspiration Publishing, a partnership publishing company, host of The Extraordinary Business Book Club, a podcast and community for writers and readers of extraordinary business books, and author of This Book Means Business. She worked for 25 years with leading companies such as Chambers, Oxford University Press and Macmillan. She was Director of Innovation Strategy at Palgrave Macmillan.

Alison provides executive coaching, consultancy and training services to publishers, works as a speaker and blogs on the publishing industry. She is on the board of the Independent Publishers Guild, which is a partner in the awards, as are The Publishers Association and Print Monthly.

Other judges include John Williams – founder of The Ideas Lab, author of Screw Work, Break Free and Screw Work, Let's Play, and Sian Prime - coach, facilitator in Innovation and Creative Entrepreneurship, Goldsmiths, University of London.

Two recently published authors were in attendance. Nicole Bremner is the author of Bricking It, which explains how to create a stunning property portfolio and still have time to go to the kids' school plays. Pieter de Villiers is the author of Barefoot Business, which gives readers an insight into the systems that can make their businesses efficient, profitable and easier to manage.

Authors or publishers wishing to enter the awards can do so through the website:  
<https://www.businessbookawards.co.uk/>.

The deadline for nominations is December 31 2017. Judging takes place in London on January 11 2018, the nominee shortlist is released on January 17 and the awards event takes place on March 16 2018 at The Grange City Hotel, London. The initiative is organised by ThinkFest, the events arm of the award-winning Pathway Group (<http://pathwaygroup.co.uk>).

Ends

Lucy McCarraher and the event organisers are available for interview.

For further information please contact Mary-Jane Rose, email [mary-jane@famouspublicity.com](mailto:mary-jane@famouspublicity.com) or Dom Hogan, email [dom@famouspublicity.com](mailto:dom@famouspublicity.com) or Tina Fotherby, email [tina@famouspublicity.com](mailto:tina@famouspublicity.com) or call 0333 344 2341.

Lucy McCarraher, Managing Editor

Lucy McCaraher started her first publishing company at university, and has been publishing, editing and writing ever since. She has been a magazine and book editor and publisher, print and TV journalist in Australia and the UK; a writers' agent, and editor for Methuen. As Director of Development at Lifetime Productions International, she developed, wrote and edited UK and international TV and video series, including three series of Runaway Bay, a children's series shot in Martinique and starring Naomie Harris; Go Wild! with Chris Packham; and the Lovers Guide video series and books.

Lucy became a national expert in work-life balance, writing academic and business reports for clients and authoring The Work-Life Manual and The Book of Balanced Living. Her clients included multinational and blue chip companies, large public sector and voluntary organisations, and SMEs. She has also worked as a coach with many individuals on their work-life balance and personal development.

Lucy is the author of ten published books, including her latest, best-selling How To Write Your Book Without The Fuss, with her business partner Joe Gregory; and the acclaimed How To Write Fiction Without The Fuss. Her first novel, Blood and Water, was shortlisted in a major competition and published by Macmillan New Writing, followed by Kindred Spirits and Mr Mikey's Ladies. Lucy's self-help books include A Simpler Life and The Real Secret, both co-authored with social psychologist, Annabel Shaw. The Real Secret was published by Bookshaker and Lucy subsequently became Commissioning Editor of the publishing company, contributing to its 14-year experience of niche business and self-development books.

Lucy became the Publish Mentor for KPI UK in 2013, for KPI Singapore in 2015, and enjoys working with the wide variety of talented KPI entrepreneurs to plan, write, and publish their business books.

She mentors and coaches individual writers; gives keynotes, workshops, masterclasses and webinars in all aspects of writing and publishing; and has a post-graduate diploma (DTLLS) in teaching Creative Writing and Literacy.