

The Lazy Project Manager

Productive Laziness



A unique marketing opportunity and a unique offer!

'The Lazy Project Manager and the Project from Hell'

In April 2012 a new book will be published by Peter Taylor, the author of the number 1 bestselling project management book *The Lazy Project Manager* and more recently *The Lazy Winner*.

This new book will be the third in the 'lazy' series but will be very different from the preceding books in that it will be offered absolutely free through Kindle (and other eBook portals).

The Lazy Project Manager and the Project from Hell will deliver readers new insights in to the art of productive laziness. It will include lessons and guides on improving the skills of productive laziness that were laid out in *The Lazy Project Manager*. And it will include the base material for readers to run 'The Project from Hell' workshop that Peter Taylor has been successfully delivering around the world for the last few years.

The Project from Hell workshop is a proven success for engaging project teams and those related to project activity in understanding more about the factors of success and failure – all in a fun and interactive way.

So here's the deal:

- The book itself will be free on Amazon worldwide. Based on my publishers previous experiences we expect 100,000 free copies to be downloaded through Kindle in the period February 2011 to April 2012. Imagine all of that publicity!
- Infinite Ideas will support the book launch with a full marketing campaign and Peter Taylor will also promote to all of his contacts; all those 'lazy' fans around the world.

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- In addition we will jointly seek blogging, podcasting, article writing and any other opportunities to tell the world about **The Lazy Project Manager and the Project from Hell**.
- Once the book launch date is confirmed then all efforts would go to promoting the download of the book on one key date in order to get to the number one Kindle slot (in US, UK, Germany, Italy, Canada ... well everywhere really). *The Lazy Project Manager* made it to the top 100, as did *The Lazy Winner*, but this is an opportunity for a project management book to get to the number one slot! Everyone can play a key role in this activity, connecting through all social networking tools and spreading the word to others.

So where do you come in?

We have the funds ready to launch this book but we are offering additional sponsors the opportunity to come on board and advertise their company and services in this unique book.

There will be a chapter on all of the 'lazy' sponsors and you can include a 500 word overview of your company and/services as well contact details, logo etc.

And the cost? Well only £750, a 'one off' payment – and your details will stay included in the book for its lifetime.

Let me know if you would like to be part of this (but hurry please).

As ever if you have questions then please ask me – peter.b.taylor@btinternet.com or I am happy to talk you through this offer.

Thank you – and be 'lazy'

Peter