

ARE YOU READY TO WRITE,  
PUBLISH, AND LEVERAGE A  
WORLDCLASS BOOK WITH  
**AUSTRALIA'S #1 BOOK**  
**WRITING COACH?**



**AUTHOR**  **ACADEMY**

WHERE WORLD CLASS BOOKS ARE BORN

**“I’VE HELPED OVER  
1000 FIRST TIME  
AUTHORS, AROUND THE  
WORLD, TO TURN THEIR  
NON FICTION BOOK IDEA  
INTO REALITY”**

Andrew Griffiths,  
International Bestselling Author  
Book Writing Coach



# WHAT COULD A WORLD CLASS BOOK DO FOR YOU AND YOUR BUSINESS?

A worldclass book has the potential to change everything. It opens doors you didn't even know existed. It builds instant trust, authority, and respect. It gives you a platform to share what you know, what you believe, and what you stand for. It connects you with the right clients, partners, and opportunities, the kind that transforms your business and your life.

A great book isn't just a marketing tool. It's a legacy piece that positions you as a leader in your field and turns your ideas into tangible influence. It helps you attract better clients, charge what you're worth and build a brand that stands out in even the most crowded market.

In a world where everyone looks and sounds the same, a worldclass book sets you apart. It defines your unique message, amplifies your credibility, and gives you a powerful and very compelling point of difference. It becomes your signature, the thing that makes you memorable, trusted, and sought after.

A book gives you instant authority. It says you've done the work, you've earned your place, and you have something valuable to share. It opens doors that were once closed, to speaking engagements, media opportunities, strategic partnerships, and new clients who are ready to invest in your expertise.

It also gives you clarity. The process of writing a book forces you to refine your thinking, define your message, and bring your intellectual property to life. It helps you see your own brilliance more clearly, and that's often where the real transformation begins. There is no doubt that writing a book is the best personal development programme you will ever do.

## But of course, not all books are created equal.

Writing, publishing, and leveraging a worldclass book takes real commitment. It's complicated, it demands time, energy, and financial investment, and it will stretch you more than you think. But that's exactly why so few people do it, and why those who do stand apart.

And along the way, there are villains waiting to throw you off course. The voice of self-doubt, specifically that internal question - "*who am I to write a book?*". The confusion of not knowing where to start. The endless distractions that pull you away from writing. The seductive shortcuts that promise instant results but lead to forgettable outcomes. The publishing pitfalls, the poor advice, the weak structures that undermine great ideas. There are books, and then there are books. The difference is depth, discipline, and the right guidance.

A worldclass book doesn't happen by accident. It's intentional. It's crafted with clarity, strategy, and substance. It's written to build trust, to add real value, and to last. And when you get it right, it becomes one of the most powerful business assets you'll ever own.

And once it's published, the leveraging begins. You can build products, programmes, and presentations around your book. You can use it to attract new clients, grow your credibility, and create genuine impact. It becomes the foundation for your brand and the proof that you know what you're talking about.

So the real question isn't "Can I write a book?" It's "Am I ready to write a worldclass book that changes everything?"

Because if you are, you don't have to do it alone. Every great author has a guide, someone who understands the journey ahead, the highs, the hurdles, and the hard truths. Someone who knows what it takes to turn an idea into an extraordinary book, and an extraordinary book into opportunity.

Meet Andrew Griffiths, one of the most experienced and successful book writing coaches on earth.

**AUTHOR OF**

**14**

**BESTSELLING BOOKS**

**PUBLISHED IN OVER  
65 COUNTRIES WORLDWIDE**

**RECOGNISED AS  
AUSTRALIA'S #1  
BUSINESS  
AUTHOR**

**A  
30 YEAR  
HISTORY  
AS A COMMERCIAL AUTHOR**

**PUBLISHED BY  
SIMON & SCHUSTER  
AND ALLEN & UNWIN**

**TWO OF THE  
WORLD'S LEADING  
PUBLISHING HOUSES**

**BOOKS  
TRANSLATED**

**15**

**LANGUAGES**

**CURRENTLY  
WORKING ON**

**THREE NEW MAJOR  
BOOK PROJECTS  
CONTINUING TO EVOLVE  
HIS AUTHOR LEGACY**

**OVER**

**1000**

**FIRST TIME AUTHORS  
PERSONALLY COACHED  
THROUGH TO PUBLICATION**

**CONSIDERED A  
GLOBAL THOUGHT  
LEADER ON**

**"THE BUSINESS OF  
BEING AN AUTHOR"**

**RENOWNED FOR  
TRANSFORMING  
ORDINARY IDEAS**

**INTO COMMERCIALY  
SUCCESSFUL BOOKS  
WITH REAL SUBSTANCE  
AND IMPACT**

**MENTOR**

**TO AUTHORS WHO HAVE GONE ON TO BECOME**

**SPEAKERS, MEDIA  
PERSONALITIES, AND  
THOUGHT LEADERS  
IN THEIR OWN RIGHT**

**DEEP PUBLISHING  
EXPERIENCE**

**SPANNING TRADITIONAL,  
HYBRID, AND  
SELF-PUBLISHING MODELS**

**CO-FOUNDER**

**OF THE AUSTRALIAN BUSINESS  
BOOK AWARDS (ABBAS),  
CELEBRATING EXCELLENCE  
IN BUSINESS WRITING  
AND PUBLISHING**

# MEET ANDREW GRIFFITHS

I've been writing books for well over 30 years. In that time, I've written and published 14 books, many of which have been translated into multiple languages and sold in more than 65 countries. I'm officially Australia's #1 business author.



Before I ever wrote a book, I lived a few other lives. I was a commercial diver and ran my own dive shop in Sydney. I worked in Papua New Guinea, later taught bush survival skills in outback Western Australia, spent six months selling encyclopaedias door to door in Tasmania, and travelled the world promoting the Great Barrier Reef. I also ran an advertising and marketing firm, plus a few other odd jobs along the way.

And here's the part that usually surprises people, I never set out to be an author. I didn't grow up thinking, "One day I'll write books." Writing wasn't some romantic dream. When I was running my marketing business, I quickly realised many people struggled with marketing basics. The business owners who came to me wanted short, sharp, practical guidance they could afford, so they could make more money.

I kept answering the same questions and realised that if I wrote a book about it, something like 101 Ways to Market Your Business, it could genuinely help small businesses. So that's what I did.

That decision changed everything. I approached Allen & Unwin, they loved the idea and published the book. Fortunately, it was successful from day one. Books became the core of my business model. I knew my audience, I knew what they wanted, and each book built on a simple promise, smart, affordable advice for small business owners.

Fast forward and I've written and published 14 books, with three more on the way. I've had the privilege of working with Allen & Unwin and Simon & Schuster, and I'm proud of the publishing history that came with that. These days, I also self publish with the Publish Central team because I value

the flexibility and control. But whichever path we choose, the standard has to be world class. If you want your book to build your brand and your business, it has to be extraordinary.

Today I'm a commercial writer. Writing is not a hobby for me, it's a business. Every book I've written has been designed to do a job, generate income, build credibility, and open doors. That's also why I've become known for helping other people do the same.

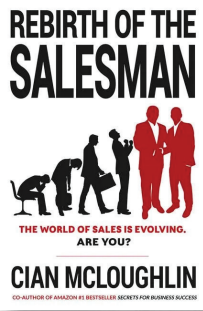
To date, I've helped over 1000 first time authors write and publish their books, across a wide range of industries. In the process, I've learned that a great book can change everything, not in a puppies and unicorns way, but in a business of substance way.

A book can make you the trusted authority in your space. It can help you charge more and attract better clients. It can create new revenue opportunities. Most importantly, it can turn your expertise into a platform so your ideas can reach more people.

That's me in a snapshot. If you're ready to stop sitting on that book idea, I'd love to help you write a world class book, and then do something smart with it once it's out in the world.

**Andrew Griffiths,**  
**International Bestselling Author**  
**Book Writing Coach**  
[www.andrewgriffiths.com](http://www.andrewgriffiths.com)

# WHAT PEOPLE SAY ABOUT ANDREW'S BOOK COACHING



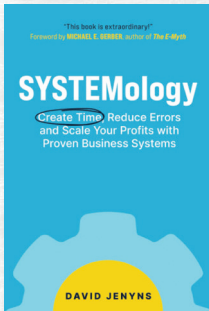
**"ANDREW GRIFFITHS HAS THE MIDAS TOUCH WHEN IT COMES TO HELPING AUTHORS BRING THEIR BOOKS TO LIFE"**

**Cian McLoughlin**  
Author of 'Rebirth of the Salesman'



**"I OWE A DEBT OF GRATITUDE TO THE BIG HEARTED MAN THEY CALL AG"**

**Andrew Mackie-Smith**  
Author of 'Building Success'



**"IF YOU GET THE OPPORTUNITY TO WORK WITH HIM, DO IT NOW AND THANK ME LATER"**

**David Jenyns**  
Author of 'Systemology' and 'Authority Content'



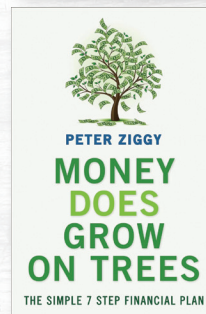
**"NONE OF THIS WOULD HAVE HAPPENED WITHOUT AG AND I RECOMMEND HIM FOR ANYONE WHO WANTS TO NAIL A BOOK"**

**Greg Layton**  
Author of 'The Chief Maker'



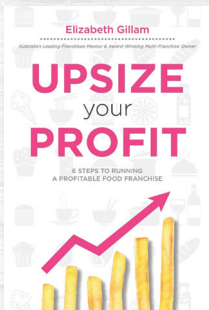
**"I HONESTLY DON'T THINK I WOULD HAVE ACHIEVED THIS WITHOUT ANDREW'S EXCEPTIONAL COACHING AND MENTORING"**

**Sharon Swift**  
Author of 'So you're moving to Australia?'



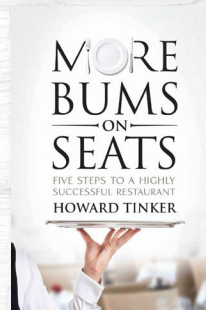
**"A MASSIVE THANK YOU ANDREW GRIFFITHS"**

**Ziggy Peter**  
Author of 'Money Does Grow on Trees'



**"YOUR ENCOURAGEMENT GOT ME THROUGH THE TOUGH TIMES"**

**Elizabeth Gillam**  
Author of 'Upside Your Profit'



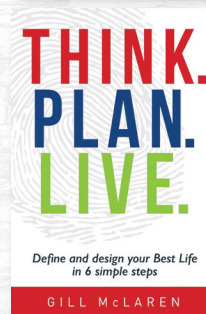
**"WORLD CLASS IN EVERY SINGLE WAY"**

**Howard Tinkler**  
Author of 'More Bums on Seats' and 'Selling at the Table'



**"NOT ONE, BUT THREE BOOKS, HAVE CHANGED MY LIFE AND I'LL ALWAYS BE GRATEFUL TO ANDREW FOR THAT"**

**Lisa Conway**  
Author of 'The Naked Salon', 'Your Salon Retail' and 'Your Salon Team'



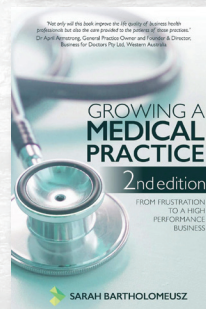
**"I LITERALLY COULDN'T HAVE DONE IT WITHOUT YOU"**

**Gill McLaren**  
Author of 'Think. Plan. Live.'



**"MY BOOK WOULD NEVER HAVE HAPPENED WITHOUT HIS TEACHING AND MENTORING"**

**Geoff Green**  
Author of 'The Smart Business Exit'



**"ANDREW IS A FABULOUS COACH"**

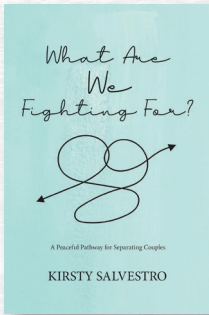
**Sarah Bartholomeusz**  
Author of "Growing a Medical Practice", 'How to Avoid a Fall from Grace' and 'Kingpin - legal lessons from the underworld'

# WHEN IT COMES TO WRITING A WORLDCLASS BOOK, YOU NEED A WORLDCLASS PROCESS TO FOLLOW

This is the framework we will be working to when it comes to developing your idea, writing, publishing and launching your book. It's a proven step by step process that gives both clarity and a systematic path to follow. Of course under each of these 12 key topics, there are resources, frameworks, advice, tips and much more, meaning you're in very safe hands when it comes to using Andrew Griffiths as your book writing coach.



# WHAT PEOPLE SAY ABOUT ANDREW'S BOOK COACHING



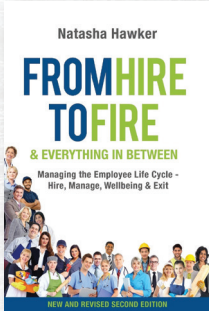
**“ANDREW NOT ONLY TEACHES YOU AND SHARES ALL HE KNOWS, HE IS A KIND AND WONDERFUL HUMAN BEING”**

**Kirsty Salvestro**  
Author of ‘What are we fighting for?’



**“YOU CONTINUE TO INSPIRE AND MOTIVATE ME WITH YOUR VALUABLE AND INTERESTING TIPS, EXPERIENCES, AND SKILLS IN THE AUTHOR INDUSTRY”**

**Jennifer Wittwer**  
Author of ‘Against the Wind’



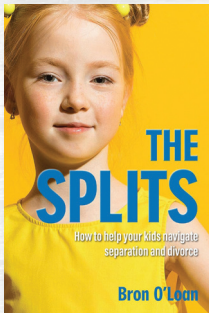
**“I WILL ALWAYS BE INCREDIBLY GRATEFUL”**

**Natasha Hawker**  
Author of ‘From Hire to Fire and Everything in Between’



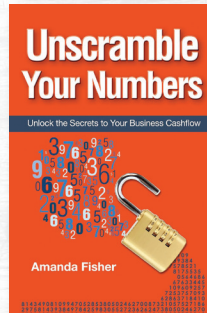
**“ANDREW'S EXTRAORDINARY COACHING CHANGED MY WORLD IN SO MANY WAYS”**

**Darren Finkelstein**  
Author of ‘Honey Let's Buy a Boat’, ‘Honey Let's Go Boating’, ‘Honey Let's Sell the Boat’ and ‘The Accountability Advantage’



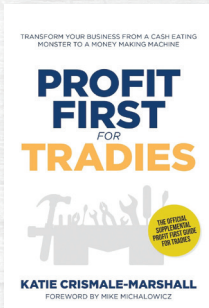
**“MY WORLD IS DEFINITELY A BETTER PLACE FOR HAVING MET YOU”**

**Bron O'Loan**  
Author of ‘The Splits’



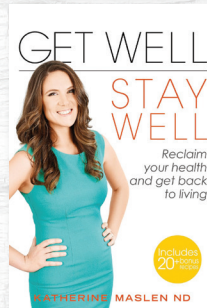
**“YOU CAN'T HELP BUT GET CAUGHT UP WITH HIS BOUNDLESS ENERGY AND ENTHUSIASM”**

**Amanda Fisher**  
Author of ‘Strangled by the Number’, ‘Unscramble Your Numbers’ and ‘Connected by Technology’



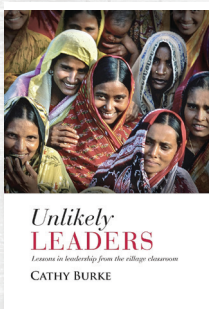
**“HE GAVE ME THE CONFIDENCE AND DISCIPLINE TO WRITE A WORLD CLASS BOOK”**

**Katie Marshall**  
Author of ‘Profit First for Tradies’



**“HE REALLY BROUGHT MY DREAM OF BECOMING AN AUTHOR TO LIFE”**

**Katherine Maslen**  
Author of ‘Get Well, Stay Well’



**“I WILL BE FOREVER GRATEFUL”**

**Cathy Burke**  
Author of ‘Unlikely Leaders’



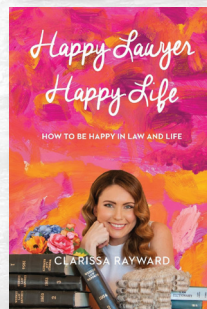
**“THANK YOU ANDREW FOR HELPING TO MAKE MY DREAMS A REALITY”**

**Rebecca Coombs**  
Author of ‘The Healthy Gut’ and multiple titles on SIBO



**“THERE IS ONLY ONE ANDREW GRIFFITHS - IF YOU GET TO WORK WITH HIM CONSIDER YOURSELF BLESSED”**

**Peita Diamantidis**  
Author of ‘Finance Action Hero’



**“ANDREW IS ONE OF THE FEW PEOPLE WHO ALWAYS EXCEEDS EXPECTATIONS AND OVER DELIVERS IN EVERY WAY”**

**Clarissa Rayward**  
Author of ‘Splitsville’ and ‘Happy Lawyer Happy Life’

# SO WHAT ARE THE OPTIONS FOR WORKING WITH ANDREW GRIFFITHS?



## OPTION 1: Book Writing Starter Programme



Are you thinking about writing your first book but unsure where to begin? You have an idea, but you're not certain if it's strong enough? How can you make sure your book will achieve what you want it to? Are you wondering about the steps to actually write and publish a world class book?

If these questions resonate with you, my Book Writing Starter Package is designed specifically for you. We'll kick off with a customised coaching session to address your initial questions and concerns. Next, you'll complete a Book Pitch document, which is your overall book strategy.

This will serve as the foundation for your entire book, providing you with much-needed clarity and direction. Afterward, I'll review your Book Pitch and offer detailed feedback in a second coaching session, along with tailored advice and recommendations to help you start writing.

This package is an excellent starting point and will set you on the right path to successfully writing a world class book that can be used to build your brand, drive sales and create opportunities.

**Your investment for this programme is \$3,300 inc GST**

## OPTION 2: 1:1 Book Writing Programme



Every year I work with a limited number of aspiring authors, guiding them through every step of writing and publishing their non-fiction books.

This exclusive 1:1 programme is perfect for those who want my dedicated guidance, advice and accountability from start to finish.

I bring a wealth of experience from both the traditional and the self-publishing industries and my mission is clear: to help you write and publish the best possible book, one that not only meets your goals but exceeds them.

This programme is available on-demand, so you can begin your journey at a time that suits you, depending on availability. It is also a flat priced coaching programme, meaning I work with you from the time you start developing your book idea until your book is published, regardless of how long this takes.

You will also get access to the suppliers I use, cover designers, editors, self publishers, audiobook producers etc.

**Your investment for this programme is \$8995 inc GST**

(a monthly payment option is available)

## OPTION 3: The Business of Being an Author



Publishing a book is just the beginning. The real magic, and the real work, comes in turning that book into a force of impact and lasting opportunity.

Over many years I've honed the art of book leveraging, transforming each book I've written into a powerful asset that has opened doors and created incredible opportunities worldwide.

In this six-month, immersive programme, I'll guide you step-by-step through the strategies that have built my own author success. Together, we'll create a customised plan that makes your book resonate with the right audience, while setting you up to attract the kinds of opportunities and partnerships that can amplify your impact and build your brand.

This isn't just another course; it's a dynamic experience combining teaching, coaching, and mentorship.

**Your investment for this programme is \$9,995 inc GST**

(a monthly payment option is available)

# ARE YOU READY TO START YOUR BOOK WRITING JOURNEY WITH ANDREW GRIFFITHS?

If you're ready to write, publish and leverage a world class book, through either a book starter programme, or a 1:1 book writing programme or even take your leveraging to a whole new level with Andrew's "The Business of Being an Author Programme", getting started is easy.

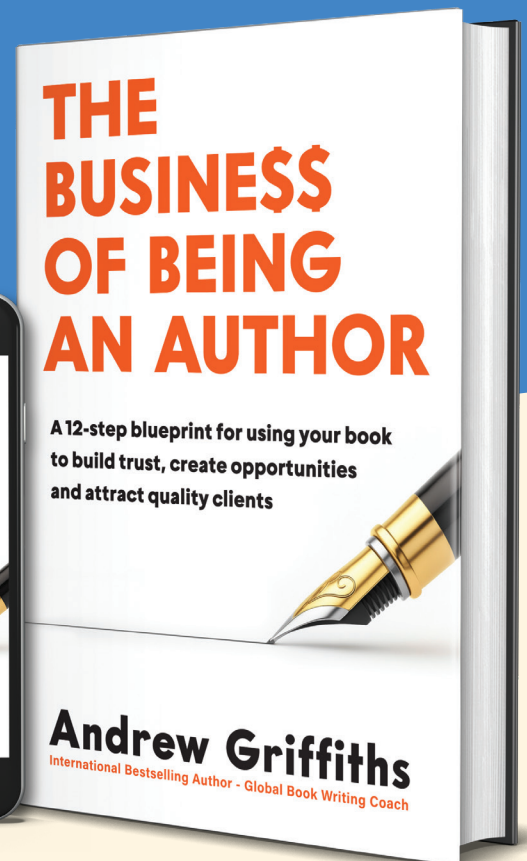
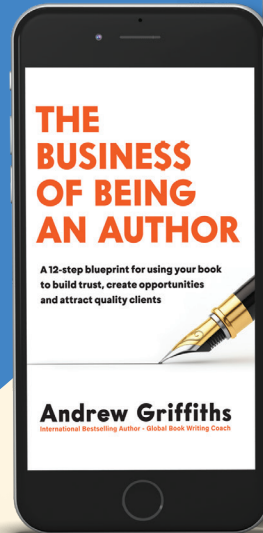
Drop Andrew a line at [info@andrewgriffiths.com.au](mailto:info@andrewgriffiths.com.au) and set up a time to have a scoping conversation to make sure that you feel completely confident that you're making a wise decision to work with one of the most experienced and successful book coaches around.

If you haven't already, you can visit [www.theauthoracademy.com.au](http://www.theauthoracademy.com.au) for more information about support services for authors and you can also visit Andrew's personal website, to learn more about him and what he does - [www.andrewgriffiths.com](http://www.andrewgriffiths.com).









# COMING IN 2026

For authors serious about using their book to grow their business.



The Business of Being an Author is a straight talking blueprint for turning your book into a serious business asset, not a well meaning project that gathers dust. It shows you how to write with commercial intent, build credibility fast, create a product ecosystem around your ideas, and leverage your book to open doors you cannot buy your way into.

Inside you'll learn how to:

-  1. Choose a book idea that is commercially smart and strategically useful
-  2. Build a world class book that enhances your reputation, not risks it
-  3. Position yourself as a credible authority, fast
-  4. Design a product architecture that turns your book into ongoing income
-  5. Use your book to attract better clients without chasing them
-  6. Leverage media, partnerships and bulk sales to multiply reach
-  7. Create a simple 12 month action plan so the book keeps working long after launch



To find out more about how Andrew Griffiths can help you on your book writing and leveraging journey, please visit:

[www.theauthoracademy.com.au](http://www.theauthoracademy.com.au)

**AUTHOR  ACADEMY**  
WHERE WORLD CLASS BOOKS ARE BORN