

Introducing Bestselling Authors...

# SHANNAH KENNEDY AND LYNDALL MITCHELL

(KNOWN AS THE ESSENTIALISTS)

## **Shannah Kennedy**

is a leading Australian business and life strategist, author of bestseller *The Life Plan-Simple Strategies for a Meaningful Life*.

## **Lyndall Mitchell**

is Australia's pioneering wellness entrepreneur, author, speaker, life coach, founder of the Aurora Spa & ASPAR (Australia's award-winning urban spa group).

Together, they are The Essentialists and have co-authored *Chaos to Calm; Shine, Restore & Ignite*



## OUR JOURNEY

Together and as individuals, Shannah and Lyndall are acknowledged as Australia's leaders in life and wellness education. Between them they have more than three decades of presenting and executive coaching experience across public and corporate sectors globally.

Shannah and Lyndall work with a diverse range of clients including Macquarie Bank, Deloitte, CBA, QBE, Mercedes, Seek, The Body Shop, Kikki K, AFL, NAB and many other ASX-listed companies.

Shannah and Lyndall have featured on The Today Show, Australian Financial Review, The Age, Sydney Morning Herald, Switzer News, across social media and through leading lifestyle podcasts & websites.



**Deloitte.**



MELBOURNE  
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**Mondelēz**  
International

# CHAOS TO CALM

Take Control with Confidence

Chaos to Calm is the essential handbook for life from Australia's leaders in wellness education, Shannah Kennedy and Lyndall Mitchell. Through its simple step-by-step approach, Chaos to Calm shows you how to take back ownership of the things in your life you can control to live a more fulfilling life.

Chaos to Calm is packed with advice and tools that will show you how to switch off, take control of your health, your finances, your wellbeing and ultimately your happiness by committing to what is essential in both your personal and professional life.

## Testimonials:

*"Essential. This book gives you the tools you need."*

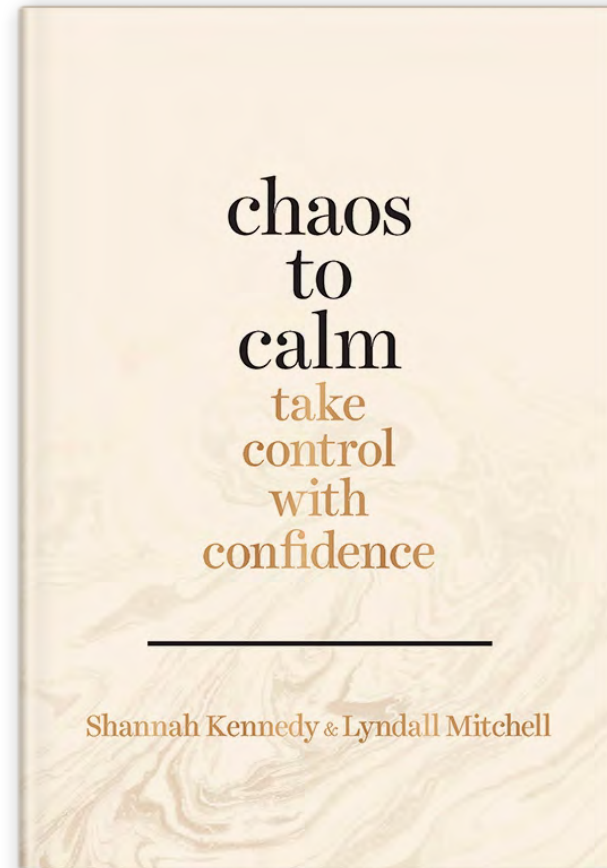
– Lisa Messenger, CEO of The Messenger Group

*"Practical guidance on life and wellness skills which are so important to building confidence and reaching our full potential."*

– Cindy Hook, CEO Deloitte Australia

*"This is the perfect handbook for every leader."*

– Sportsgirl CEO, Colleen Callander



## FACTS

- Self Development / Personal Development/Business Category
- 8.5 x 6 inches
- 261 pages

CHAOS TO CALM ISBN 9780670079483

Published 2017 Michael Joseph, Penguin Random House – Shannah Kennedy & Lyndall Mitchell, The Essentialists.

## Contracts

Australia  
Turkey  
Audio

Penguin Random House Australia/NZ  
Penguin Random House / Egitim Yaymevi Turkish Translation Rights, Turkey  
Penguin Random House / Bolinda The world, English Language  
2017 Published Viking, Penguin Random House –

# SHINE

## 20 Secrets to a Happy Life

In a modern world ruled by time famine, stuffocation and addiction to entertainment rather than education, Shine offers the perfect antidote by teaching us how to get back to basics.

With each chapter comes not only an explanation of the life-changing power each 'secret' holds, but also practical tips on how the technique can easily be incorporated into everyday life. Beautifully designed, hugely inspiring and enormously practical, Shine shows us how it's not about doing more – it's about doing what's right for you so that you can truly shine.

### Testimonials:

*"The ultimate recipe to be the most important person in your life."*

– Deborah Hutton

*"An inspiring 'how-to' guide for how to find calm confidence within yourself."*

– Kikki. K Founder, Kristina Karlsson



### FACTS

- Self Development / Personal Development Category
- 7.25 x 4.5 inches
- 157 pages

SHINE ISBN 9780143788270

Published 2017 Michael Joseph, Penguin Random House. Shannah Kennedy & Lyndall Mitchell, The Essentialists

### Contracts

Australia	Penguin Random House Australia/NZ
Turkey	Penguin Random House / EgitimYaymevi Turkish Translation Rights, Turkey
China	Penguin Random House / China Times Chinese Complex Characters only
Audio	Penguin Random House / Bolinda The world, English Language

# RESTORE

## 20 Self Care Rituals to Reclaim your Energy

From cultivating patience, to embracing solitude and supercharging our senses, this stylish and compact book reminds us – and shows us – how to replenish our natural energy and become so much more.

With each chapter comes not only an explanation of the life-changing power each 'secret' holds, but also practical tips on how the technique can easily be incorporated into everyday life. Empowering and educational, and full of questions and insights, to allow our lives to flow smoothly, Restore is a catalyst for creating positive changes in simple sustainable ways. Restore shows us how to nourish and nurture ourselves from the inside out. It's time to Restore.

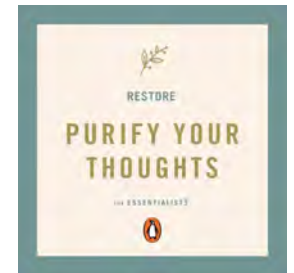
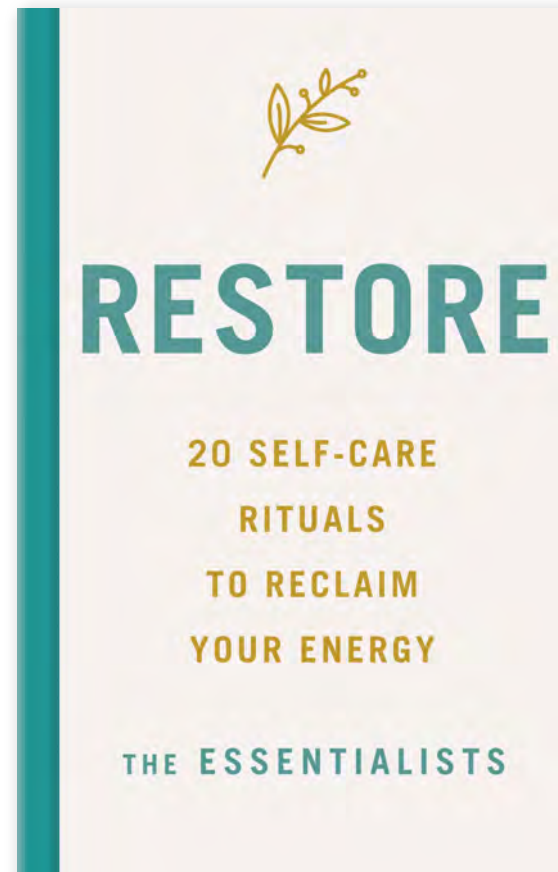
### Testimonials:

*"The combination of Shannah and Lyndall, is sheer brilliance, an incredible combination of skills and knowledge."*

– T2 Founder Maryanne Shearer

*"I highly recommend enlisting Shannah and Lyndall to open your teams' minds to the self-care."*

– Damian Walsh - Sales Leader, SEEK



### FACTS

- Self Development / Personal Development Category
- 7.25 x 4.5 inches
- 197 pages

RESTORE ISBN 9708143796312

Published 2019 Michael Joseph, Penguin Random House – Shannah Kennedy & Lyndall Mitchell, The Essentialists.

Australia  
Audio

Contracts  
Penguin Random HouseAustralia/NZ  
Bolinda Audio

# IGNITE

20 Tools to Fire Up your Life

Together, The Essentialists bring their unique combination of business and wellness to their work, encouraging their followers to live with eyes wide open, feel vibrant, inspired, happy and in control of their journey.

In Shine, Shannah and Lyndall showed readers the secrets to a happy life. In Restore, they taught us how to reclaim our energy in a chaotic world. Now, the trilogy is complete with Ignite: 20 tools to fire up your life.

If you're ready to empower yourself and optimise your life, it's time to IGNITE!

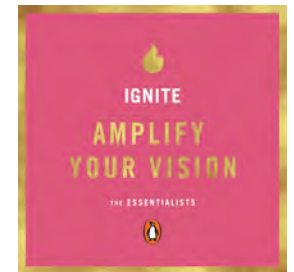
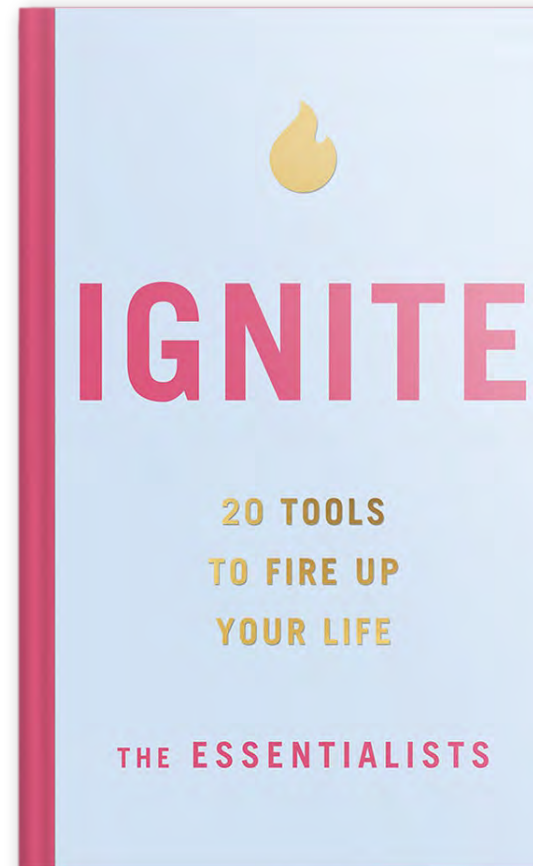
## Testimonials:

*All good books leave you with some actionable takeaways and Lyndall and Shannah's IGNITE was no exception!"*

– Sydney Swans, GM, Tom Harley

*"The feedback on IGNITE from our team has been excellent. You really struck the hearts and minds of our entire group."*

– Mondelez, Craig Taylor



## FACTS

- Self Development / Personal Development Category
- 7.25 x 4.5 inches
- 218 pages

IGNITE ISBN 9780143796329

Published 2020 Michael Josph, Penguin – Shannah Kennedy & Lyndall Mitchell, The Essentialists

	Contracts
Australia	Penguin Random HouseAustralia/NZ
Dutch	Penguin Random House / JongbloedUitgeverijbv Dutch Translation Rights,
Russia	Penguin Random House / Portal Publishings Ltd Russian Translation Rights, Russia
Audio	Bolinda Audio

SHANNAH KENNEDY

# THE LIFE PLAN

Simple Strategies for a Meaningful Life

This book is for your life strategy, to help you get back to your foundations. It is about integrating into your everyday life the things that most people only discover when they hit rock bottom. It is about taking things one day at a time so you can start forming habits that become a way of life and giving each moment the potential to take you closer to the way you want to live. It is your personal life coach. It is a place to plan, visualise, reflect and prioritise. It is a place to start, simplify and succeed. A place for the fundamental work to be done. It is a practical guide to effective life planning.

Shannah Kennedy's advice in *The Life Plan* is clear, concise and realistic, so you can understand what your life looks like at its best and to prepare your future intentions so the road ahead is clear, inspiring and full of success.

## Testimonials:

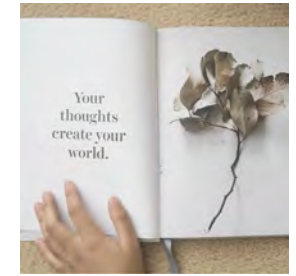
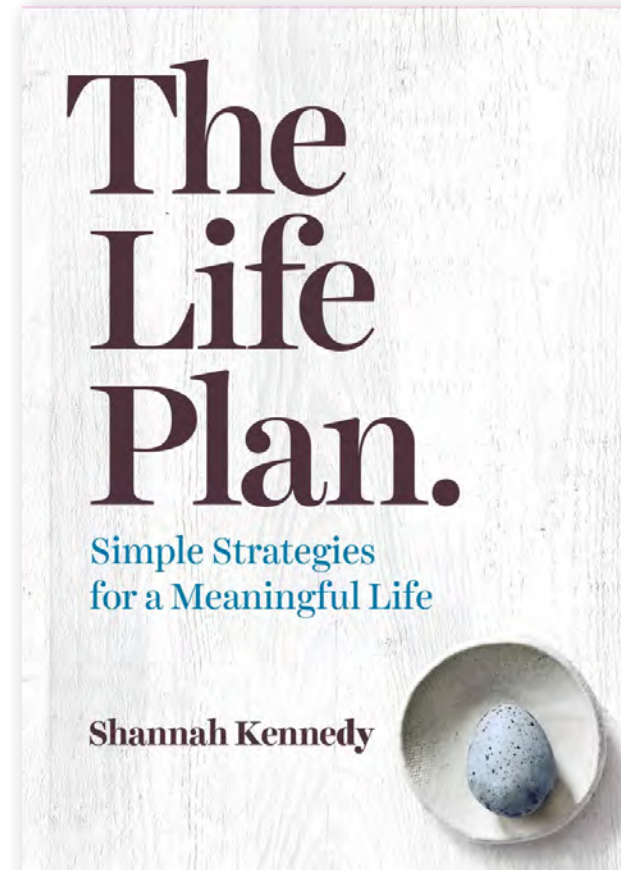
*"An excellent resource to draw on for great performance in life"*

– Dean Gosper, Olympic Winter Institute, Australia

*"This is the perfect handbook for any leader in life."*

– Colleen Callander, CEO Sportsgirl

*"The Life Plan practices helped our team have greater satisfaction overall."* – Sussan Group CEO, Rebecca Hard.



## FACTS

- Self Development / Personal Development Category
- 10 x 7 inches
- 230 pages

THE LIFE PLAN ISBN 9780670078301

Published in 2015 by Lantern, Penguin Random House.

Australia	Contracts
Turkey	Penguin Random House / NZ / Turkey / Nth America
Audio	Penguin Random House / EgitimYaymevi
	Penguin Random House / Bolinda

# SALES FIGURES

## **Chaos to Calm Total sales 13,800**

2017 pBook life sales: 13,425

2017 eBook life sales: 375

## **Shine Total sales 15,043**

2017 pBook life sales: 11,043

2018 KikkiK edition: 4,000

## **Restore Total sales 10,130**

2019 pBook life sales: 10,130

## **2020 Ignite Total sales 4,205**

pBook life sales: 4,205

## **The Life Plan Total sales 69,558**

2015 pBook life sales: 18,395

2015 eBook life sales: 1,654

2016 KikkiK edition: 13,000

2017 KikkiK edition: 24,000

2019 KikkiK edition: 3,509

2020 Kmart edition: 7,500

2020 Kikkik edition: 1,500

# THE ESSENTIALISTS IN ACTION

Presenting at conferences and events globally,  
in person and virtually...



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