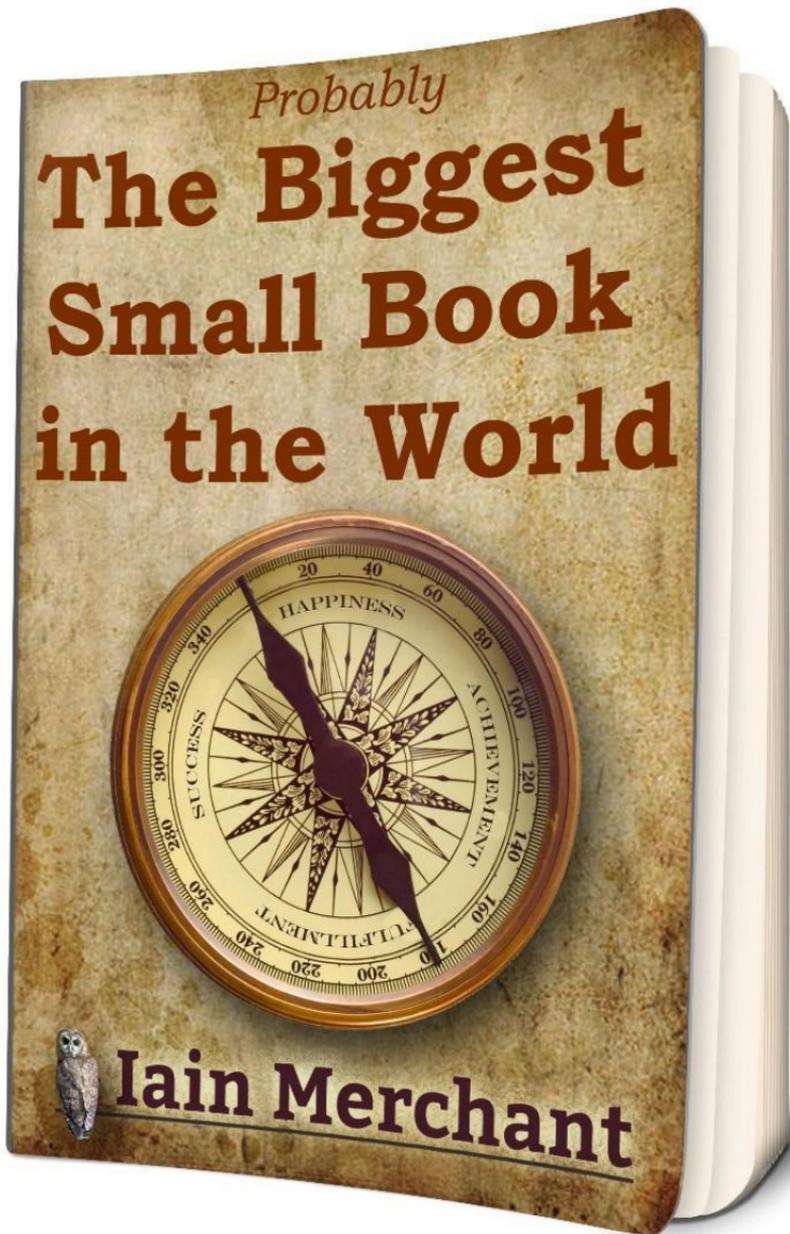


Iain Merchant



Probably the Biggest Small Book in the World

Probably
The Biggest Small
Book in the
World

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All information contained within this book has been researched from reputable sources, or is the direct and personal experience of the author.

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AUTHORS NOTE

During my twenty years of training and coaching people all over the world in Sales, Marketing, Enhanced Communication Skills, Body Language and Personal Growth, I have read a wealth of books on self-help and self-improvement. Add to this the multiple tomes on Psychology, Neuro Linguistic Programming, Hypnosis, Emotional Intelligence, Accelerated Learning and many more brain/emotion related books. Along the way I have also gained qualifications in many of these areas and more via one certificating body or another. What then is the sum of all my learning, listening, questioning, measuring and exam taking you may ask?

Well I eventually came to this conclusion: Most of the books out there are well written, well researched, nicely presented, well marketed, creatively designed and far too long... They provide excellent intellectual food, supporting graphs and documentation to show the relevant academic studies and focus groups etc. All fascinating stuff, especially if you just want to 'know' stuff in your head, and be able to regurgitate it at business meetings, dinners or to fancy up your written reports.

There are so many people out there that now sound like they know what they're talking about... but how many of them have actually personally experienced what they are talking about? Far less than you would want to believe... and that's what scares me the most. The other key thing about most of the material out

there, is that it just over complicates things for the people trying to take on board any new thinking. The old adage applies - give someone 64 priorities, and it will soon become clear that they have none... overload.

So I decided that I should put my keyboard where my mouth is and write a simple but powerful book, that is based on knowing through personal experience, and on the reader learning through doing. So you can't just know it in your head, you have to know it in your heart and soul. You have to feel it to understand it, and you have to experience it to be able to consider its value to you. Also, you can take as long as you like to do the journey. After all, this is your life, your future, your dreams and your desires, not mine.

So this book will not tell you what to do and what to feel or think. But it will invite you to try things and then to assess what you actually do feel and think, and all this at the pace you set for yourself.

So give it a try, you have absolutely nothing to lose, and potentially a lifetime of benefit.

Wishing you love, laughter & peace

Iain Merchant.

Iain Merchant

THOUGHT PROVOKING

*When I was in school, they told me to write down
what I wanted to be when I grew up.
I wrote down happy.
They told me I didn't understand the assignment,
I told them they didn't understand life...*

~ Unknown ~

Iain Merchant

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CHAPTER ONE

SEEING THE OAK TREE IN THE ACORN

The Biggest Small Book in the World!’ may seem like quite a claim, but please trust me when I tell you that the real size of a book should be determined by its impact on the reader, not just the number of pages, and this book has the potential to create a huge impact on you if you follow it through. But for now let’s start where we should start – at the beginning...

Before embarking on the journey this book offers you, there are some key and interesting things you need to be aware of about the huge selection of ‘self-development’ and ‘Self-Help’ books on offer and the way that they are written:

- 1. Less than 10% of people are said to read the books from cover to cover.**
- 2. Most books are aimed at that one thing – success in terms of wealth.**

- 3. Most people seem to be chasing success, as if happiness just comes with the package as a given.**
- 4. All of the authors write these books (I hope) with sincerity and a genuine desire to help the readers improve their lives.**

Interesting points I think you'll agree, but what makes this book any different from the others out there, and why should you bother giving it your time and your attention?

Let's go through the above points again, and let me share with you my intentions when writing this book.

Less than 10% of people are said to read the books from cover to cover.

I have written this specifically to be a short book that will be easy for you to read and engage with.

I could have filled the book with large amounts of brain-based information, and how your brain and physiology change with your emotional states, and the chemical impacts of this on your mood etc. This information is fascinating and of course is relevant, because it is about you. But, I felt that it would get in the way of doing, and that is what this book is about. Doing.

I want you to read the book from cover to cover, and I want more than 10% of the people that buy this book

to succeed in doing that. So, I have written it in such a way that you are encouraged to put it down from time to time, and actually take some actions towards changing your life before you read any further. So in some way I suppose it is a number of smaller books in an already small book ... so you can attack it a bit at a time and work your way through it, changing and experiencing as you go.

The size of the book certainly gave the mainstream publishers a challenge, as bigger books are more the norm. In fact, the challenge they had was so great, that they said; “we love the book, but it needs to be longer for us to publish it”! I explained to them that making it longer would take away from its impact and value. “I see they said... but the problem we have is that it’s too short”!! I am forever grateful however that my desire for it to stay concise is strong, and that I am very rarely deviated from what I want to do, just because it doesn’t slot neatly into some existing structure, that seems to determine value only through the number of pages, rather than the content. as I think the 10% readership statistic may have something to do with size as much as it does quality of writing, I have published this book myself in order to support my theory, and I hope you prove me right by buying it and benefiting from it fully.

Most books are aimed at that one thing – success in terms of wealth.

This book is different, because this is about you learning to realise the potential you already have, rather than just applying new techniques. This is about you learning to be the very best version of you possible. When you do this, you will truly release all that you need in order to live your dreams. Then and only then, are new techniques going to bring you the outcomes you want.

Most books talk about success in terms of material growth, such as house, car, money, promotion etc. This book is about the true success, you. You are about to start your preparation for the most powerful and beneficial journey you could ever undertake. The journey is about you knowing who you are, and what you really want from this life. Please trust me when I say, that this knowledge is the greatest success anyone can ever achieve, and is the key to unlocking your dreams.

I want you to write something for me, but it is important that you are totally honest and truthful. Remember, this book is yours, and you do not need to show it to anyone else, so be honest. If you have a friend, partner or family member that you think would benefit from this journey, tell them to get their own book, this book is yours, and your interaction with it is private.

I want you to write below your definition of success, as it would have been before you even started reading this book.

Note: *If you are reading this digitally, then use a physical or digital notepad on your Kindle, Tablet or Smart phone for all written exercises throughout the book. But don't skip doing them, because your engagement in the process is totally linked to your outcome. When it comes to engaging, if you 'Miss It Out' you'll simply 'Miss Out'.*

Success to me is best described as:

Write your answer fully, don't skimp or skip this step. Explain it to yourself properly...

Most people seem to be chasing success, as if happiness just comes with the package as a given.

We live in a world where we are subjected to images of 'success = wealth' all the time, through every type of media. All these images and sounds filter into the brain so much that we start to think of success in terms of what we see and hear. We see people with money and cars that we want. We see women with bodies that require a diet of ridiculous measures to achieve. We see photographs in magazines of people that are not real, they are so modified by modern computer technology they are simply not a representation of truth, and yet people strive to emulate them and feel failure when they don't get there. We also assume (which makes an **ass** out of **u** and **me**) that these people and images we see, have happiness with the success. Let's be honest, if that kind of success always brings happiness, why are so many of these people taking drugs, getting into

alcohol so much that they need treatment, taking anti-depressants etc. Do I need to go on? The truth is that this kind of success has absolutely no guarantee of happiness whatsoever. In fact, much of the evidence seems to point the opposite way.

Let me tell you a secret that is so simple, it seems complicated, and very few people seem to either know it or endeavour to achieve it. The secret to success is happiness, not the other way around. This book is the key to your preparation towards happiness at the deepest level of your being. This is the focus you need in order to engage your success, and above all, actually enjoy it.

Imagine for a moment that you could wave a magic wand and give yourself one wish only that would last for the rest of your life on this planet.

You can either be:

Successful – Money, property, Cars, Holidays etc.

Or

Happy – Love, Friendship, Laughter, Joy, Peace, Contentment

Whichever of these you choose will last for the rest of your days, but you can only choose one.

Think about it carefully for a minute... Now make a note of your choice in big bold letters – as a commitment of intent and meaning.

***Note:** If you're reading this digitally, just make your choice and put that word as your Wallpaper, Screen saver or similar. Your commitment to you should be clear for you to see all the time.*

If you chose success, then you could decide to put this book to one side, and go and buy some other books that are just about techniques and see how you get on. I would suggest that you put this book somewhere safe, because based on my experience of coaching people internationally, I think that you may want to come back to it in the future and start the process again.

If you chose happiness, then you have started your journey preparation with the right thinking process and the most powerful desire and focus.

Welcome to the future you desire.

All of the authors write these books (I hope) with sincerity and a genuine desire to help their readers improve their lives.

I believe that is true. There may of course be a few who only write anything for the financial gain, but I would like to think that is a very small percentage of authors.

I think that most authors of this type of book, have a genuine desire to make a difference, and to have a positive impact on the lives of the people who read their work.

I think many do not achieve their goal, simply because they provide intellectual stimulation rather than learning and discovery through experience. I have attempted to make this book significantly different as I want you to be involved actively from the very beginning – why? This is your life that is going to be impacted; therefore you need to be involved fully all the way through.

So here is the first thing I would ask you to do...

Get a pen and make that commitment now, to be one of the 10% that actually read the book all the way through. Write your name below, and make the contract with yourself – let's make this happen

I.....
..... Commit to read this book from cover to cover

Date/...../.....

Signed

NOTE: *if you decided that mentally pretending you have signed above is enough, please don't fool yourself. Don't just think – take action... Please put your pen to paper above and mean it when you write - physically and/ or digitally.*

Please let me explain in more detail what my motivations were for writing this book.

To make a difference

To be totally honest, yes. This is the prime reason that I have sat for many hours putting this book together from my experiences and understanding of people and their desires.

I have had my challenges in life, but it took me far too long to understand that my thinking was wrong. It was a hard road to travel, and I fell over quite a lot, and sometimes I just didn't know how to get up again. Finally, I had a blinding flash of the obvious, and I realised that I was looking in the wrong places for the life I wanted.

The other thing I realised more than anything else, was that you don't have to have such difficulties to learn the simple lesson. It's just that no one had ever told me or encouraged me to see where I was going wrong. They just encouraged me to get up, and keep working hard etc. All this was done with love, care and good intent, but it didn't get me where I wanted to be. More importantly, it didn't keep me there. When I achieved some success, I would then find myself losing it and going back to square one, or even further back as it felt at times.

If only I had been guided through the learning journey, and most importantly the preparation for the journey. I would have understood earlier, I would

have saved myself a lot of pain and hardship, but I didn't have a guide, so I took the hard road.

My mission in this book, and in life, is to be (as best I can be) that guide for everyone I meet. To be able to offer a direction for them to look at and consider is a true privilege, for which I am eternally grateful. It isn't me that will make the difference in anyone's life, including yours. It will be you that makes the difference, it will be your life, your dreams, your happiness and growth, and that is exactly how it should be.

But maybe for just a short time, I can be your guide. Offering you the opportunity to take a look at things from a different angle, with a different focus, and see things in a way you haven't before. If I can do this, then I have achieved my main goal and my mission in life, which affords me a level of happiness that is hard to describe.

So why the book?

Well, it is simple really. I have trained and coached people regularly for many years and got a direct opportunity to engage with people in the way I have described, which is wonderful. But the reality is that I just can't speak to as many people as I would like to.

So, my hope is that this book will be successful in the numbers of readers, because each reader is a person I may never have had the opportunity to meet otherwise. One of these people is you, because you are reading this, and I am very thankful for this opportunity to share some time with you.

As I am writing now I am imagining that I am talking to you, and that this is a conversation that you are interested in and will be considering each step of the way. I also hope that you will question the things I put before you. Not in a shallow way, but in a meaningful way.

To make money

I am not going to complain or apologise for any money that I earn from this book. Getting paid for what we do is not a bad or wrong thing.

However, I do appreciate that there are some people in this world that are lacking the very basic needs of life, such as clean water and food. I am also aware that because of where I was born (and this is maybe true for you as well), I am very wealthy as an individual compared to over 90% (believe it or not) of the human beings on the planet. Simply because I have food, water and shelter and access to enough money to survive. These people cannot begin to take the journey you are preparing for, because they have to be focused on simply trying to survive until tomorrow. I cannot truly imagine how that must feel, no matter how hard I try – can you?

So be grateful for all that you already have compared to so many others, and approach the whole book with that humbleness in mind. It will serve you well. Maybe along the path of this journey, you can reach out to

someone in need, and lend a caring hand. Someone who you normally would have not reached out too. Soul food is the best food.

To help someone else who is in need, is a beautiful thing to be able to do. Everyone deserves to live and grow to be an adult. To experience friendship, laughter, love and family; to learn, grow and to share themselves in the world and make a difference. I sometimes think when I am sitting in my home, warm, fed and not thirsty, just how much we take for granted just because of where we're born – do these things cross your mind from time to time? But I am as guilty as the next person of getting focused on my own little world, with all its experiences and challenges, and almost needing a reminder that all this suffering is going on outside my own space. When I catch myself doing this I feel a little ashamed. Maybe I had my mind focused on something I perceived as a problem, difficulty or challenge; maybe I was feeling heavy because of an emotional loss or difficulty in a relationship or with my work? Then something happens and you suddenly get a reminder that whatever problems you thought you had, are fairly small compared to someone else – it's called perspective, it's just a shame we need a kick in the perspective to remember. I hope this book and the journey you take through it, will provide you with a permanent internal shoe, that boots you in the perspective every so often like mine does... I think you'll appreciate it. If you already have one, then I promise that the journey of this book will simply polish it, and my mum always told me that clean shoes were a good thing.

So let's get started with the most important component of the whole process of your life, YOU. Let's discover something about the very inner part of you.

Take your pen and write below the five things that if you could, you would change about the world you live in:

- 1.
- 2.
- 3.
- 4.
- 5.

Maybe you will come back to this page in a few days, weeks or months from now, and actually put something into action that actually does make a difference to one or more of these.

We could all make more difference than we do, but we have to step back from the boundaries of our own world once in a while to actually think about it, never mind doing something about it, don't we...

I actually believe it is possible for us (together) to make this world a better and safer place to live in, we just have to want it bad enough, and we just have to work together.

Sounds simple doesn't it!

Let's see if we can get it started in a large way...

Seeing the Oak tree in the acorn

You are the acorn, and the oak tree is the reality of you achieving your dreams and living the life you desire. Just like a real acorn, it can only grow into the oak tree it has the potential to be, if it is in the right environment and is receiving the right food and other resources, sun, rain etc.

The food you need for you to become everything you can be lies within the way you think, and the way that you talk to yourself and others. This is absolutely critical to your future growth, so we must work on this before we can start the journey of growth.

I am going to share with you now a poem I wrote some years ago (just something I do when the urge takes me), and I hope that you will see that it reflects in its own way what I am saying at this point.

MY RELIGION

The anchor that holds me firm through the swells and troughs of life's turbulence. The explosion of beauty that brings me peace deep in my soul. The cradle that rocks me comfort, the embrace that draws me in.

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The solitude in which I feel the company of all living things; the abundance of life which gives me the opportunity to stand alone and replenish.

Flowers reaching for the Sun to drink from its well; grasses stand to attention in its presence, their symmetry disturbed only by the winds which are marching for the same master. The gentle sounds of waters obedience to the ruler of life as it greets the shoreline. The grandeur of its penetration to an upturned face, with eyes closed and reverence on the lips.

The harsher beauty that prevails during its absence, providing a balanced diet for all and preparing the way for its return. The overwhelming feeling when stood in a certain place, that we once had tuberous roots and had burst forth from the earth's restrictions at this very spot, and like the Salmon, we have returned to our beginnings; to accept and understand the gift, to feed from the source, and with renewed recognition of our history, a commitment to complete the journey however arduous.

To see the grace of a bird in flight, to hear the peace of a child's laugh, to smell the sweetness of a Bee's endeavours, to touch a soul and leave your mark, to taste the nectar of this special place.

Whether nature's children are bowed with the burden of a winter frost, or stretching to feed from the glory of a cloudless summer sky. Take heed from her cycle of certainty and from the pure chance of your presence.

Feed not from what might have been, or indeed what yet might be, for the plate from which your soul will feed, can contain only that which is present - Do not waste this food as it is unique, perishable and vital to your inner growth.

Life is not full of opportunity, life is the opportunity. Take it, for without doubt it will take you.

I hope that you found it relevant, and understood my reason for sharing it with you at this point.

So, time for us to look inside of you again...

I want you to write below your definition of happiness, what that word means to you at this point in your life. When you write, imagine that you are trying to describe happiness to someone from another planet. In other words, you must write it and think of it in such way that anyone else reading this (which they won't of course), would truly understand a lot about who you are as a person in the way you explained this word to them.

Happiness to me means:

“Don't skimp on this section. Take your time to explain this in writing properly, so that it truly reflects the real you. Only come back to reading further on when you have completed this, however long it takes you.”

I want you to now think about Happiness in a few different ways, and write down your answers:

This is what happiness feels like:

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This is what happiness looks like:

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This is what happiness sounds like:

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This is what happiness tastes like:

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This is what happiness smells like:

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Well done.

This may have seemed like a strange thing to do, and you may have found answering some of these questions a little difficult. Don't worry if you did, as you go through the book and further on your journey,

just come back to this page and add to your answers as you think of things.

The reason I have asked you these questions, is that your senses are the receivers (and transmitters) through which you have experienced everything in your life so far, and how you have communicated who you are to everyone you have impacted during your life so far. Yet we don't normally think in these terms, either about ourselves or about others.

The vast majority of all communication is non-conscious, and so almost regardless of the words you are saying, who you really are inside, is being sent out and picked up by everyone you communicate with. We all use our senses (all of them) far more than most people realise, but we very rarely consider them consciously. Don't be put off because thinking in this way feels awkward. That's just because it's new, not because it's not beneficial.

For example: Read the next few lines, and then put the book down and try what I am about to suggest.

Fold your arms – feel how comfortable it is, and how naturally you completed the complicated arm twists required to get into that position.

Now unfold them and fold them the opposite way... I would imagine that it feels awkward and a little uncomfortable to you – but is it wrong?

Now, if someone could give you a very good reason for only ever crossing your arms the opposite way in

the future, you would learn to do it naturally, and eventually it would feel normal. If you then folded them the way you do now, that would feel awkward – true?

I am taking the time to explain this to you in this way because it's far more important than you might realise.

The vast majority of people that do something and feel awkward, stop doing it and go back to what they were doing before... It's exactly the same with thinking processes. They are nothing more than habits and/or patterns we have acquired. They are not necessarily right, wrong, good or bad, they're just habits. Whenever you set out to get a new behaviour, it will feel awkward and uncomfortable to begin with. I ask you with all of my heart to stick with it and give it your all.

You are starting the journey of taking a look at yourself in a new way. I have said it before, but remember, be brutally honest in all your answers (if you haven't already, get the proverbial 'Tipex' out and go back and put it right), don't put what you would like the truth to be, put what it is, good or bad, right or wrong, just be honest.

OK, well done.

I want you to do something very important now, and I want you to do this after each section in this book where you are asked to write down your honest feelings and thoughts. You will know when it is time for this

kind of break in the reading, because from now on, when we come to this element of your journey, you will see the following sentence.

Put me down now and go turn your thinking into action...

At the end of this chapter, I want you to put a marker in the book, put it down, and go and do something else for at least 30 - 60 minutes. Do something like:

- *Ring someone you care about and ask how they are; let them know you care and that you're thinking of them.*
- *Spend 30 minutes playing with your children, playing a game they want to play not one you want to.*
- *Sit and talk with your partner and find out what is on their mind at the moment, or something that they would like to do, a night out or similar.*
- *Write a letter to someone you haven't seen for a while (not an email), tell them how things are with you and ask them how they and their family are etc.*

What I am saying is this;

I am assuming that some of your answers to what makes you happy will have involved people and relationships that are important to you, so I want you to go and feed the oak tree. I want you to spend some

time giving of yourself for the benefit of someone else. This will provide the most nutritious food known for the inner you.

When you have done this, grab yourself a coffee or tea (or better still water), relax for a few minutes and enjoy what you have just done. Notice the feelings that are generated inside you as a result of your actions and thoughts, and make friends with them. I mean get to know them well, investigate the feelings and log them and all their beauty in your memory bank. Notice where in your body you are feeling any sensations or warmth, and allow the smile on your face to grow.

If you are travelling while reading this book, then write a note to someone that you care about and transfer it to letter or an action later on. Take a look out of the car, train or plane window for a while and appreciate that view (whatever it is), and appreciate above all else, that you have the eyes to see it and ability to appreciate it. Look around you if you're on public transport at the other people there. Imagine who they are by watching their body language and their manner. Maybe they are lost in their own world right now facing a major challenge. Maybe they're on their way to see their sweetheart and are full of

excitement and love. Maybe they're lonely and are travelling alone and will not be met by anyone at the other end of the journey. Maybe they have suffered a loss that has left a part of their world empty and they are putting on a brave face whilst they try to figure out how to deal with it. Maybe, just maybe, their day would

be made brighter and their troubles and challenges lighter if someone were to simply say hello, how are you and who are you... No hidden agenda, just a genuine hello to another human being... Well, why don't you?

How often do people actually just say Hello to you? Not very often I bet, especially if you're travelling in a big city! It's almost as if we have to live in our own bubbles and be suspicious of anyone who is being friendly... Sad world!

If you do take up this challenge, you will possibly be met with suspicion, and if you are guess what! You'll feel a little awkward and a bit uncomfortable, just like when you folded your arms the wrong way. So I have two big questions to ask you now, and the second one is the key to what impact you have on your own life and other peoples.

Question 1

Are you going to say hello to someone and start a conversation?

Question 2

If it was met with a little suspicion or made you feel a little awkward for any reason – WHAT ARE YOU GOING TO DO NEXT?

Options available

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- 1. You could ignore my suggestion altogether as stupid and simply a waste of time.*
- 2. You could convince yourself that it will make you feel a bit silly and that you shouldn't even try.*
- 3. You could smile in an awkward way and return to your silence – maybe getting the odd look now and then as if you are some kind of alien.*
- 4. You could keep the conversation short, brief and with no real meaning in it and then return to your silence, feeling a little less awkward.*
- 5. You could stick with it (genuinely) and engage in a friendly conversation that acknowledges the existence of that other person, and share some contact for a period of the journey you are both on.*

Ask yourself this:

Which one of the above options has the opportunity for making a difference (positively) and personal growth?

Which one of these do people do most?

What's the worst that can happen if you say hello to someone genuinely and start a conversation?

They may reject your conversation... if they do, what does this mean... nothing! They may be busy or just

need to be quiet. This is not a reflection on you, and if your approach was genuine, you will have made a difference. You will have softened the barrier for the next person they meet that says 'Hello' go on try it; it may be far more enjoyable than you can even imagine... I dare you

Then when you've actually done some or all of the things I asked (and only then) come back to the book.

If you find yourself writing three letters, making five phones calls to people and making some new friends in the world, that's fine... you'll just have a much bigger smile when you get back.

Put me down now and go turn your thinking into action...

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Thank you for taking the opportunity to get the free chapter of my debut book 'Probably The Biggest Small Book in the World'.

If reading it inspired you to take some action, that's brilliant. When you're ready, why not get the book and complete the process. You can get it in Kindle or Paperback format from Amazon by clicking on your preference below.

[Amazon.com](https://www.amazon.com)

[Amazon.co.uk](https://www.amazon.co.uk)

Also, if you fancy keeping up to date with my various musings on writing, reading and life in general, click the link below to follow my Blog '**Thinking Out Loud**'. I promise not to pepper your email box too often...

[Thinking Out Loud](#)

If you want to share this book with your friends and help me spread the word at the same time, you could nip over to my Facebook page and share it that way. I would be immensely grateful.

[Iain Merchant Facebook](#)

Iain Merchant

Getting the word out there about any book, unless you're already a name, is no mean feat, and so I sincerely appreciate any sharing that you do as it will help me build my readership. The same goes for any reviews you offer through any of the links - Thank you.

With three more non-fiction titles also available, and my first fiction novel 'Full Circle' about half way through the first draft, there is plenty more to come that I hope you will enjoy.

I'll be in touch

Iain Merchant

www.iainmerchant.com