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John Williams

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FithianJohn Williams' newest book is a terrific, insightful guide for those of us who want to do what we love and free ourselves from the 9 to 5 grind! It's packed with great exercises to help you find an idea (or several) that you would like to "play" with and even make money from over the course of a 30-day project. Don't like how it turned out? Tweak it or try something different. The book is filled with inspirational case studies and stories of successful entrepreneurs, including the amazing story of how Facebook was originally a small site for Harvard students, created in one day. John's humor and compassion comes through on every page and his down-to-earth style makes for easy, fun reading. A real gem!

Let John Williams teach you how to get up and running with a money-making idea you love in just 30 days - even if you haven't yet found your killer concept. Drawing on the latest methods of famous creatives and billion-dollar startups you'll discover* 3 steps to find a money-making idea to run with* The instant procrastination fix* 11 ways to make money out of any idea* How to make your idea go viral* Secrets you can use from multi-million dollar launchesCase studies and stories will keep you motivated and simple confidence hacks will help you get yourself out there. You'll get access to the Break Free Toolkit online, connect with other readers on social media, and launch your idea in as little as 20 minutes a day. Welcome to the idea age!

About the AuthorJohn Williams started his career as a developer on pioneering special effects software and broadcast automation. He became Digital Media CTO at a European startup incubator before moving to head up a small media technology consultancy team at Deloitte. He left to consult independently to broadcasters around the world, before finally founding The Ideas Lab and writing Screw Work Let's Play.