

BESTSELLING AUTHOR & SPEAKER

# JOHN STRELECKY

Press Kit



THE MORE I BELIEVE IN MY OWN SELF-WORTH,  
THE MORE I INSPIRE OTHERS TO BELIEVE IN THEIRS.  
THAT'S HOW I CHANGE THE WORLD.

- John Strelecky

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# WHY?

When I sat down and started typing what became my first book, I didn't really know why I was doing it. It was a calling of sorts, like something was flowing through me. I didn't plan on being a writer, it just happened.

I remember thinking during the twenty-one days of that experience, that if whatever was coming through me inspired just one person, I'd consider the whole thing to be a success.

Here we are more than ten million copies later and I find when I sit down to write, it's still about one person. I think it always will be. Doing my best to help inspire one reader, through one word, one sentence, at a time.



Ateliér Paul Landerl  
Vienna, Austria



THE MOUNTAIN LOOKS  
HIGHEST FROM THE BOTTOM.  
TIME TO START WALKING.

- John Strelecky

# BIOGRAPHY

John Strelecky is a #1 Bestselling inspirational author. His books have been translated into over forty-four languages and sold more than ten million copies worldwide.

They have won bestseller of the year awards nine times and collectively spent more than one thousand four hundred weeks on bestseller lists including more than four hundred weeks in the #1 spot.

John's entry into the world of writing began following a life changing experience when he was thirty-three years old. From that, he was inspired to sit down and tell the story shared in his first book—**The Cafe on the Edge of the World**.

Within a year after its release, word of mouth support from readers had spread the book across the globe—inspiring people on every continent, including Antarctica. It has been a #1 Bestseller in multiple countries.

John's other books include two sequels to **The Cafe on the Edge of the World**, **The Big Five for Life** series of books, and more.

When he isn't writing, John is often outdoors in his kayak, riding a surfboard, playing beach volleyball, or traveling the world with his family. Their longest adventure was a year-long backpacking trip to see animals in the wilds of Africa, Malaysia and Australia.





# BIG FIVE™ FOR LIFE

## DO, SEE AND EXPERIENCE

Starting about fifteen years ago, I began to receive more and more requests from readers asking for help. They had read one or more of my books and were inspired. They wanted guidance on the steps to move their life from where it was, to “somewhere else.”

Most of the time, they also wanted help figuring out what the “somewhere else” was for them.

I was deeply touched and humbled by the requests. It wasn't something I'd expected and I wasn't sure the best way to answer them. My own story had involved leaving everything behind and following my heart to backpack around the world for a year. While that worked for me, most people were looking for something a little less drastic as a way to find their path.

So I took two months off and in much the same spirit as I write my books, I began to write down questions. Seemingly simple questions which produced vast amounts of information when they were answered.

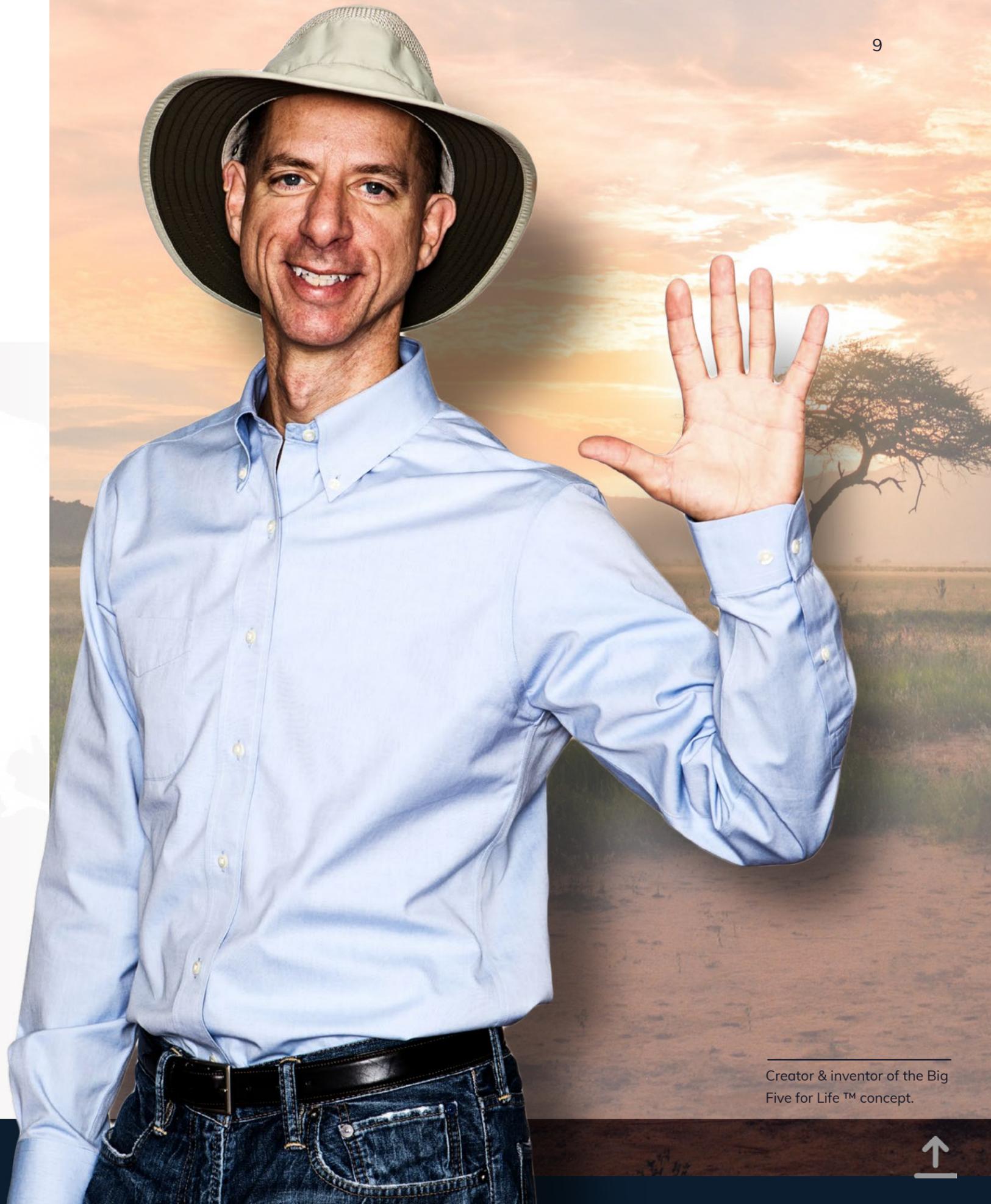
Later that year, I flew to the Netherlands and began asking these questions to a group of ten

participants who had asked me to help them find their “somewhere else.”

I am honored to say that from that humble beginning, thousands of readers have since gone through what is now called the Big Five for Life Courses. I am also honored to say, that helping them find their path has been one of the highlights of my life. To watch someone go from confused, uncertain, and sometimes scared, to arrive at a point where they know with absolute certainty the path they want to walk, is an incredible experience.

Over time, to honor people's language and geographical needs, I began to train others to teach the courses.

*Your fellow traveler,  
John*



Creator & inventor of the Big Five for Life™ concept.



# ADVENTURE

## FUN FACTS WITH JOHN STRELECKY

I started to write down my idea because something inside was guiding me to.

I admire great storytelling in all its forms.

Last time I cried was when a really emotional idea for a movie came to me.

My mood at the moment is enthusiastic.

A human being who helped me a lot is/ was my best friend.

If I could wish for an extra talent, that would be the ability to fly.

I'm not afraid of death because I've done my best to maximize my life.

I always carry with me my personal mantra.

Due to my traveling I am extremely organized yet comfortable in chaos.

My favorite place in the world is South Africa.

The greatest adventure in life is mapping out a dream and then making it happen.

THE CURRENCY OF SUCCESS  
IS NOT MONEY, IT'S MINUTES.

WHAT PERCENTAGE OF MY LIFE  
DO I SPEND DOING WHAT I WANT,  
IN THE WAY I WANT?

**THAT'S TRUE SUCCESS.**

- John Strelecky



# ON STAGE

John loves interacting with people seeking to live an amazing life. Whether it's speaking to fifteen thousand people in a big arena, to an audience of millions on television, or in a one-on-one conversation with fans at book signings, his goal is to make a positive difference in the lives of others.

Please [contact us](#) to invite John to speak at your event,



“

LIFE IS NOT ABOUT TRYING TO BE BETTER THAN **ANYONE ELSE**. IT'S ABOUT BEING THE BEST VERSION OF **YOURSELF**.

- John Strelecky



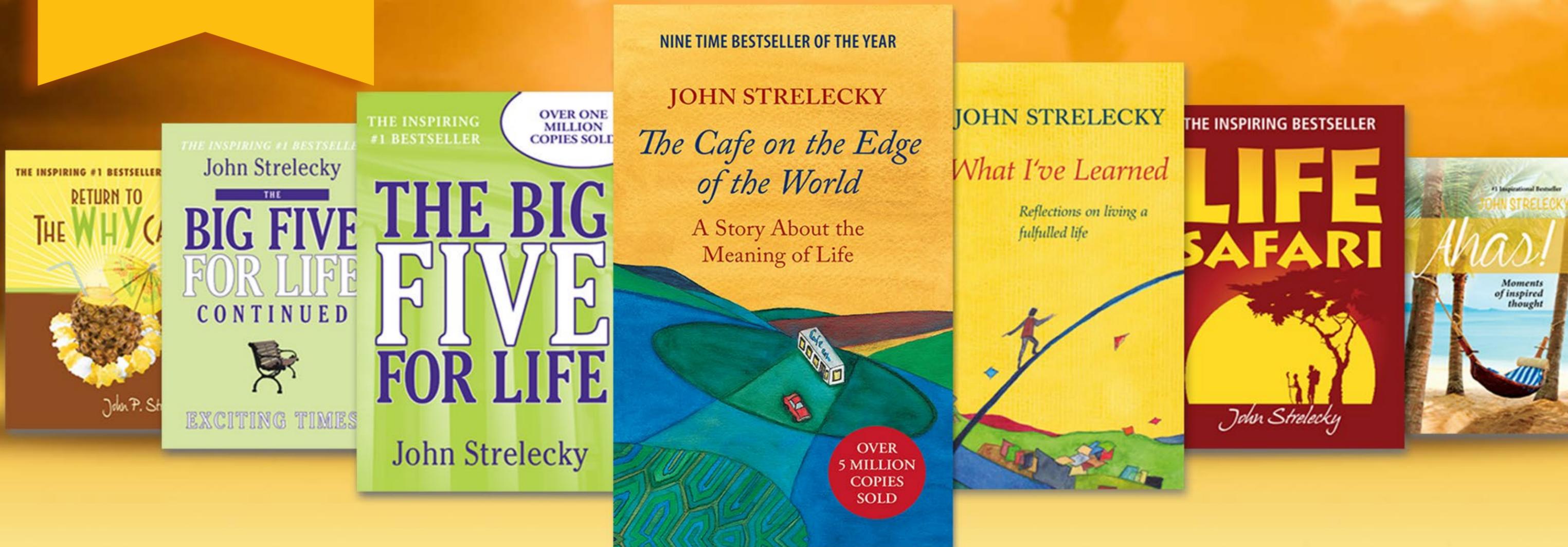
Performing on stage at The Founder Summit 2019 in Wiesbaden, Germany

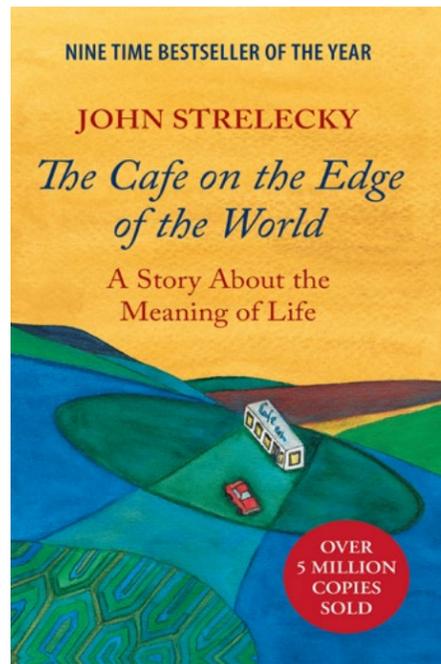




- #1 BESTSELLER on 3 continents
- 9 x BESTSELLER of the year in Europe
- PUBLISHED in 44 countries
- A BOOK SOLD every 19 seconds

# PUBLISHED BOOKS



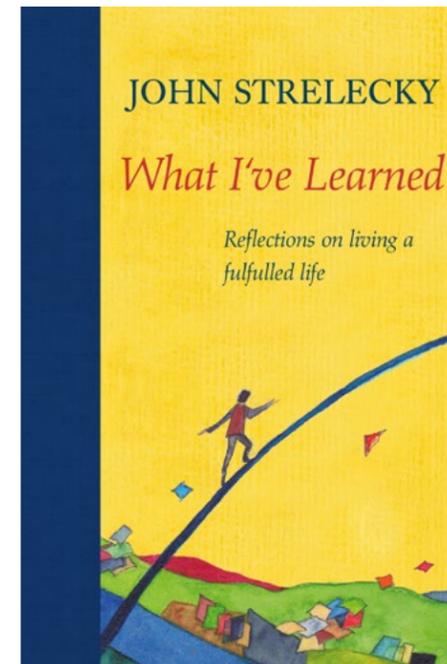

[LEARN MORE](#)

## THE CAFE ON THE EDGE OF THE WORLD

In a small cafe at a location so remote it stands in the middle of the middle of nowhere, John—a man in a hurry—is at a crossroads. Intent only on refueling before moving along on his road trip, he finds sustenance of an entirely different kind. In addition to the specials of the day, the cafe menu lists three questions all diners are encouraged to consider.

Why are you here?  
Do you fear death?  
Are you fulfilled?

With this food for thought and the guidance of three people he meets at the cafe, John embarks on an incredible journey of self-discovery. It takes him from the executive suites of the advertising world, to the surf of Hawaii's coastline. Along the way he discovers a new way to look at life, himself, and just how much you can learn from a green sea turtle.


[LEARN MORE](#)

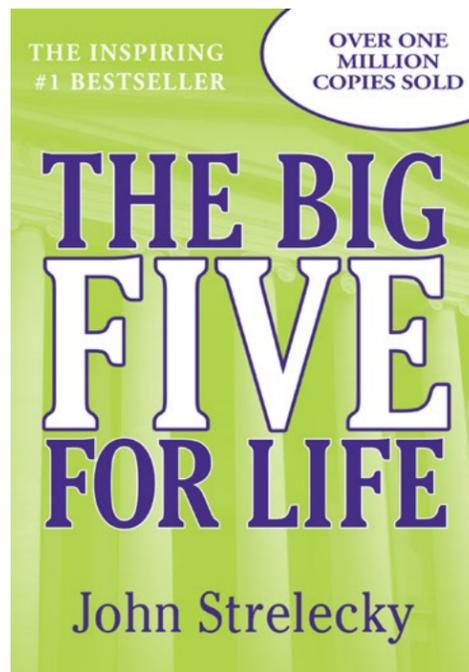
## WHAT I'VE LEARNED

From #1 Bestselling author, John Strelecky, comes this inspiring read. Arranged in short essays, the content contains a truly thought provoking collection of ideas about life, the world, and our place in it all.

Building on the premise that we all have something to share, Strelecky opens his personal notebook of insights learned throughout his life, and at the same time, provides a framework for readers to reflect on and share their own learnings.

A truly inspiring read that leaves you with life-changing perspectives on Love, Relationships, Happiness, Success, Nature, Ourselves, Challenges, and more.




[LEARN MORE](#)

## THE BIG FIVE FOR LIFE

This book will inspire you. It will change your life in ways you can't know now, but you'll understand completely once you're done reading it.

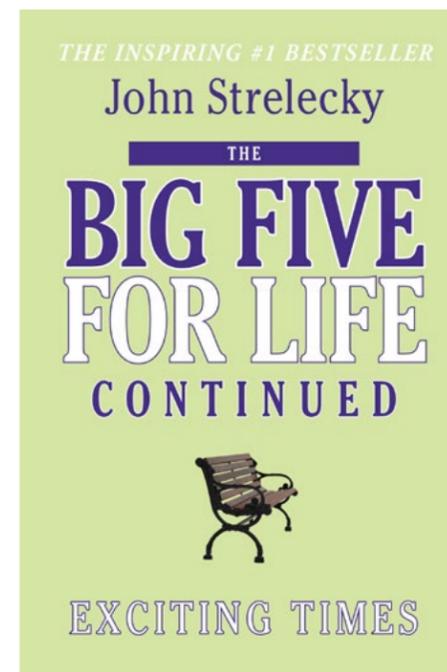
It will also forever enhance the way you look at your role as a leader. That includes the way you lead at home, at work, in your community...and especially the way you lead you.

At every given moment we are all called to be leaders. If for no other purpose than to lead ourselves. After all, someone has to inspire you to get out of bed each day. And that someone, is you.

It is told from the perspective of Thomas Derale, a man viewed by the people around him as the greatest leader in the world. At fifty-five years of age he learns he is dying. Yet even in that — the act of dying — he inspires everyone around him to live.

The principles in this book, such as the Big Five for Life and Museum Day Morning, have positively impacted millions of people around the world. Each in their own unique way as they have applied them to their life, their situation.

When you receive your copy, open to the first page, begin to read, and let them inspire you.


[LEARN MORE](#)

## THE BIG FIVE FOR LIFE CONTINUED

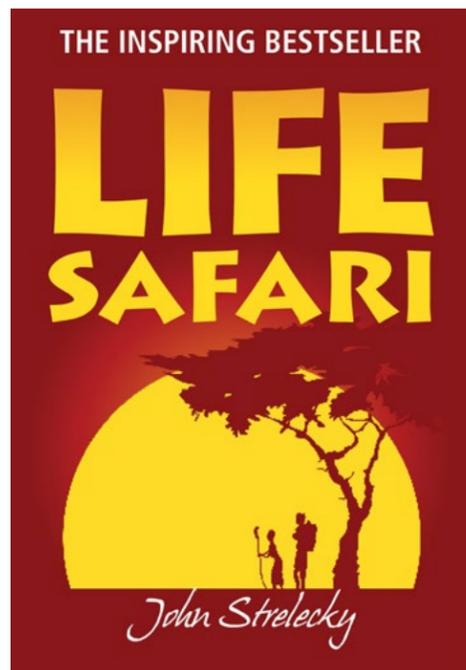
This is the sequel to the #1 Bestseller – **The Big Five for Life**.

In this powerful next book, the story picks up seven months after the death of Thomas Derale. Joe – Thomas' best friend and protege – finds himself struggling. He knows he should be moving on with his life, but he can't seem to.

On a suggestion from Thomas' widow, Joe takes a trip to visit an extraordinary company near Montreal, Canada. There he meets a man who inspires him to look at life, leadership, and letting go... from new perspectives.

Through those experiences, Joe reconnects with the spirit of hope he first learned from Thomas. And remembers once again, to make every day – a museum day.




[LEARN MORE](#)

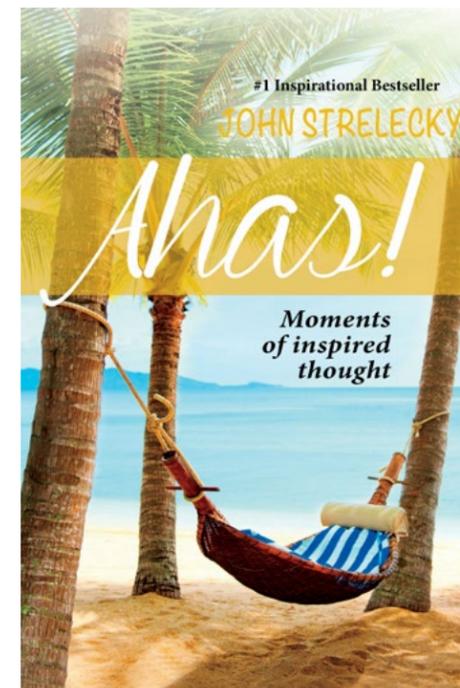
## LIFE SAFARI

Jack is a young man struggling to find happiness in his life. Although he doesn't know why, the one image that seems to capture his soul is that of Africa. With solitary focus, he saves for two years and then embarks on a journey to find the source of the calling he has felt.

Halfway around the world, a very old, very wise African woman named Ma Ma Gombe is on a journey of her own. She is seeking a fabled destination she was told of as a child—"a place where you can see the earth be born, and then watch the world go to sleep, a place so beautiful that words cannot describe it." It is a destination known to her only as "the birthplace of all."

As if their paths were destined to intertwine, these two unlikely travelers meet shortly after Jack's arrival in Africa and join together on a journey that changes both of their lives forever.

Walk with them as they cross the African continent on foot. Marvel with them at the animals they encounter, the people they meet, and the adventures they experience. Like Jack, find through the teachings of Ma Ma Gombe that piece of your soul yearning to be set free.


[LEARN MORE](#)

## AHAS! MOMENTS OF INSPIRED THOUGHT

First referenced in the #1 Bestselling series – **The Cafe on the Edge of the World** – this is a book which contains a variety of inspirational moments. There's learnings about life. Learnings about self. Ideas, thoughts, concepts, flashes of insight and inspiration...

All are connected by the common thread that they produced an "Aha!" experience when they were first discovered. Most of the Ahas! are less than a page. A few a bit longer. Each with its own special energy.

This is a wonderfully random book. On a random whim, at a random time, open the book to any random point and begin reading. You are likely to find that what you discover on those pages, is exactly what you need for that moment in your life.

It's a bit of a mystery really. How the book, your mind, the universe, a higher power...all conspire to make that happen.

Somehow though, it does.



## ONLINE & PRINT



CAPITAL MAGAZINE

Distribution:  
Print: 910,000  
Online: 1,100,000

[LEARN MORE](#)



HEUTE NEWSPAPER

Distribution:  
Print: 1,002,000  
Online: 2,170,000



GLAMOUR

Distribution:  
Print: 1,720,000  
Online: 2,400,000

[LEARN MORE](#)



STERN MAGAZINE

Distribution:  
Print: 5,750,000  
Online: 7,500,000

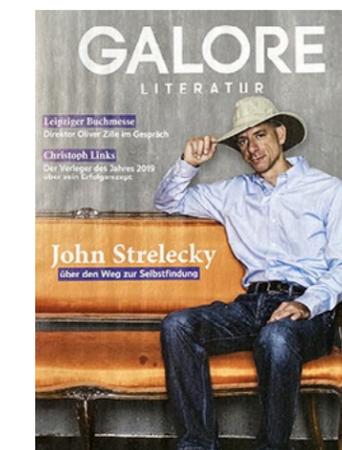
[LEARN MORE](#)



PURE & POSITIVE MAGAZINE

Distribution:  
Online: 380,000

[LEARN MORE](#)



GALORE MAGAZINE

Distribution:  
Print: 300,000



BUNTE MAGAZINE

Distribution:  
Print: 4,300,000



RTL.DE MAGAZINE

Distribution:  
Online: 15,750,000

[LEARN MORE](#)



BRIGITTE MAGAZINE

Distribution:  
Print: 2,450,000



## TV & RADIO



SRF - Schweizer Radio und Fernsehen

SWITZERLAND

COVERAGE:

TV: 2,300,000 | Online: 2,500,000

[LEARN MORE](#)



ZDF - DAS BLAUE SOFA TV SHOW

GERMANY | AUSTRIA | SWITZERLAND

COVERAGE:

TV: 9,800,000 | Online: 25,000,000



HORIZONT ONLINE TV

GERMANY

COVERAGE:

Online: 250,000

[LEARN MORE](#)



RHEIN MAIN TV

GERMANY

COVERAGE:

TV: 3,750,000 | Online: 1,200,000



BUNTE ONLINE TV

GERMANY

COVERAGE:

Online: 4,300,000



PULS 4

AUSTRIA

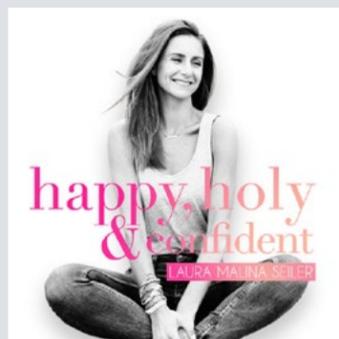
COVERAGE:

TV: 1,100,000 | Online: 1,500,000

[LEARN MORE](#)



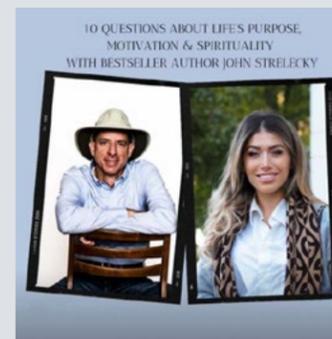
## PODCAST



LAURA MALINA SEILER  
"HAPPY, HOLY & CONFIDENT"

GERMANY  
COVERAGE:  
Instagram: 425,000 | Listeners: 1,550,000

[LEARN MORE](#)



DIANA JUNE  
"DIANAJUNE"

GERMANY  
COVERAGE:  
Instagram: 210,000 | Listeners: 810,000



TOBIAS BECK  
"BEWOHNERFREI"

GERMANY  
COVERAGE:  
Instagram: 210,000 | Listeners: 1,050,000

[LEARN MORE](#)



SARAH DESAI  
"THE MINDFUL SESSIONS"

GERMANY  
COVERAGE:  
Instagram: 45,000 | Listeners: 400,000

[LEARN MORE](#)



JOHN LEE DUMAS  
"ENTREPRENEURS ON FIRE"

UNITED STATES  
COVERAGE:  
Instagram: 200,000 | Listeners: 2,700,000

[LEARN MORE](#)



TRAVIS CHAPPELL  
"BUILD YOUR NETWORK"

UNITED STATES  
COVERAGE:  
Instagram: 52,000 | Listeners: 600,000



## PR & PRESS DOWNLOADS

Please follow the links below to download photos and additional media information.

JOHN STRELECKY PRESS PHOTOS  
ZIP File (56 MB)

**DOWNLOAD**

MEDIA KIT (BIOGRAPHY)  
PDF File (12 MB)

**DOWNLOAD**

BOOK COVERS ENGLISH  
ZIP File (7 MB)

**DOWNLOAD**

## JOHN ON social media



<https://www.instagram.com/johnstrelecky>



<https://www.facebook.com/johnstrelecky>



<https://twitter.com/johnstrelecky>



<https://www.linkedin.com/in/johnstrelecky>



<https://www.johnstrelecky.com>





# MEDIA CONTACT

**Cole Bridges**

Director of Marketing, Public Relations and Business Development for John Strelecky.

Cole Bridges is happy to help with your media efforts. This includes interview requests, book launches, presentations, and other media related events.



**Cole Bridges - Contact Information**

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