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Aussie motivational speaker sells his Holy Grail to US, China & Japan

Austrade has provided export assistance to author and motivational speaker John Kolm who might soon become Australia's own guru rivalling Anthony Robbins.

Mr Kolm said all major US book chains have picked up his book "Crocodile Charlie and the Holy Grail" published by Penguin and he's just signed lucrative deals in Japan and China.

"My book delves into the minds of the most successful business people I've talked to over the past 10 years and identifies 32 characteristics they possess which helped to make them high flyers," Mr Kolm said.

"I've also developed and deliver two-day workshops based on the book that provides tips on how to become an elite businessperson. The book and workshops offer an insight into how anybody from the CEO down in a company can find success."

Mr Kolm said with the help of Austrade's Washington-based Business Development Manager Debra Alley his book was picked up by every major book chain in the US including Barnes & Noble, Borders, Waldenbooks, Wal-Mart, Books A Million and Amazon.

"The international prominence we've achieved with Austrade's help has made a big difference to our existing success," Mr Kolm said.

"Following hot on the heels of the US success, I've just secured a major deal for publication in Japan with industrial giant Panasonic, who own large publisher PHP. It's very flattering to have my Australian leadership book published in Japan. PHP currently represent two huge bestsellers in Japan. One is "How Smart People Speak" by a Japanese author and the other one is "Children Learn What They Live By" by Dorothy Nolte. Both titles have sold more than one million copies.

"Penguin has published 10,000 of my books in Australia and about the same in eight other languages. The amount of volumes published is actually a huge run for a book in Australia, so I'm really pleased. Typically the number a publisher will run is between three and five thousand, with religious faith books or Harry Potter style publications reaching 10,000 plus," he said.

Mr Kolm said the book and the spin-off from it has been phenomenal and as far as his workshops go, the Australia-United States Free Trade Agreement (AUSFTA) couldn't have come at a better time.

"It appears that since the AUSFTA took effect (on 1 January 2005) American companies have a great deal of freedom to engage Australian service providers and I have experienced little or no resistance from them although my company is not American," he said.

Austrade's Los Angeles-based Regional Director Americas, Ian Wing said one of the Australia-US Free Trade Agreement's most significant outcomes is the obligation for the US to provide 'national treatment' to Australian service providers.

"The national treatment provisions of the AUSFTA mean that Australian businesses will be able to compete in the US market on equal terms to their US competitors in most service sectors," Mr Wing said.

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