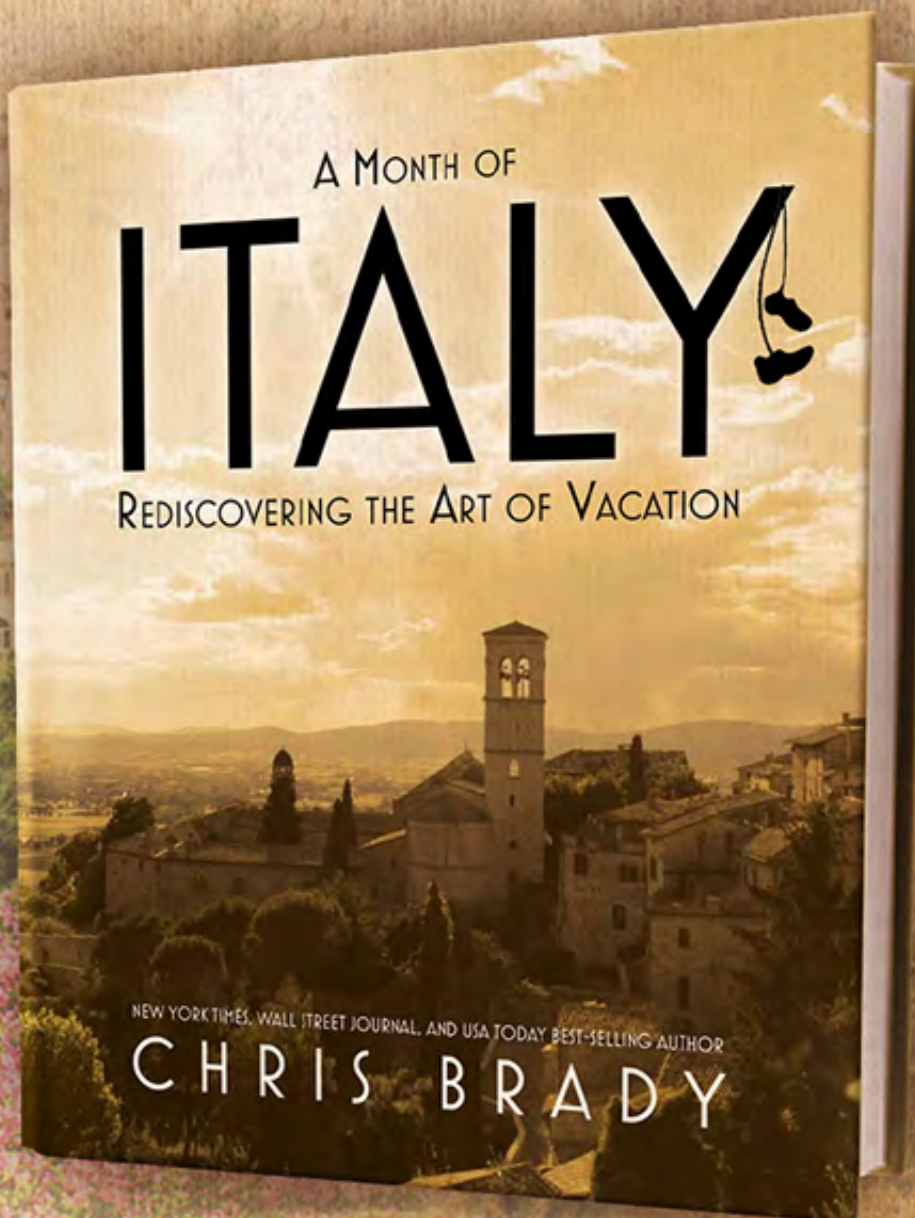


Chris Brady

NEW YORK TIMES BEST-SELLING AUTHOR



"Sometimes you have to go slow in order to go fast!"

A Month of Italy

*“This book is not so much about
how to travel as how to live.”*

— **Orrin Woodward**, Winner of the
2011 IAB Top Leadership Award

WHAT TO KNOW TO SOUND LIKE YOU’VE READ THE BOOK

If your life looks like a race, your vacation probably shouldn't!

In his uniquely humorous fashion, Brady relates the importance of strategic breaks and even sometimes "radical sabbaticals" to sharpen one's saw and maintain peak performance, optimum health, and overall well-being. The dominant message of the book is: ***"Sometimes you have to go slow in order to go fast!"***

Brady relates his own personal story in the book, where he explains that he had lost his passion for excellence, was finding himself snapping at people, and was becoming annoyed at situations that would normally not even bother him. Then he realized that he had gotten away from his own well-proven formula for what he calls "strategic sabbaticals": intentionally scheduled breaks of various durations taken with the express purpose of keeping himself sharp and fully engaged in life.

Brady's solution was to pack up his family of six and head to the dreamy land of Italy, sticking mostly to the back roads and blending as deeply and smoothly as possible into the local cultures. What followed was a love and adventure story filled with hilarity, architecture, history, art, family, and success fundamentals.

With wit, humor, and down-to-earth prose, Brady takes readers along on his family's journey. In fact, readers feel so certain that they witnessed and experienced it all with the Bradys that they realize their own dreams are not lost and become convinced that taking just such a break can truly bring profound benefits.

Indeed, Brady's results were phenomenal! Within one year of his sabbatical, he relocated his family home to another state as he had long dreamt of doing, founded a multimillion dollar company with several of his best friends, and wrote a best-selling book—not bad for the clarity provided by just one four-week break!

You are not a robot.

Learn how to restore balance to your crazy, hectic life.

A Few Things You'll Learn from This Book

- ✧ *How to use strategic breaks to achieve balance and restoration so you can achieve more*
- ✧ *How to use “prodigious noticing” to enhance fulfillment in life*
- ✧ *How to overcome obstacles and excuses and make your dream vacation a reality*
- ✧ *Tips for getting the most out of your vacation and out of life, such as:*
 - *Traveling light is not only a necessity for international travel, but also a good metaphor for life.*
 - *There is almost always something lost in translation.*
 - *Rome wasn't built in a day, and it can't be toured in one either.*

“Chris Brady redefines the “American Dream” by using his humorous, fun-filled, family adventure in Italy to show how to revitalize your life in today's fast-paced world. He accurately describes it all—Italy's culture, beauty, history....It's a spellbinding lesson in learning how to live again, with real purpose. You can't stop turning the pages to hear first-hand how he navigates the harrowing roads of Italy, feasts like a king on traditional Tuscan food, and banters with the Italians like a native—with entertaining mishaps along the way. A guide to traveling, Italy, and life itself.”—**Art Jonak**, Founder of MastermindEvent.com

*This book is a life-changing experience.
It's like therapy for the soul.*

Why Read Now?

Vacations are a proper, healthy, necessary part of peak performance, and many Americans are blowing it!

Brady's book certainly couldn't come out at a better time. Americans are working more and more hours and taking fewer and fewer vacations, leading to stress, burnout, and health challenges. Among the list of developed countries, the U.S. now ranks near the bottom when it comes to the average number of paid vacation days taken per year, with a staggeringly low average of just thirteen days (compared to forty-two for Italy, thirty-seven for France, and thirty-five for Germany). Even worse than the small number of breaks Americans take in a year is what they do with their time during those breaks. One survey stated that 88 percent of Americans carry electronic devices while on vacation to communicate with work! That's 88 percent! Given the fact that the idea of taking a vacation is nothing new and almost everyone seems to agree that at least some downtime is critical for maintaining peak performance and happiness, these trends in the opposite direction are shocking. *A Month of Italy* frees people to not only dream of taking an ideal vacation but also to overcome any excuses and obstacles to make it a reality.

“Vacationing truly is a lost art, and Brady poignantly and beautifully illustrates why it is so vital for driven leaders. A timeless treatise on ‘sharpening the saw,’ *A Month of Italy* is a book I will sip and savor, ponder and reflect on time and time again. Not only are Chris's insights powerful and refreshing, but his vivid and witty writing is simply a pleasure to read. Reading this book is a charming vacation itself, and it will inspire you to vacation deliberately, effectively, and joyfully.” — **Stephen Palmer**, *New York Times* Best-Selling Author of *Uncommon Sense: A Common Citizen's Guide to Rebuilding America*

Interview Topics

Knowing When Enough Is Enough, Restoring Balance

In our world of rapid technological advancements, fast food, and Internet/mobile devices to keep everyone “in touch” all the time, it can be easy to get caught up in the momentum and feel pressured to always do, produce, and accomplish more. But there comes a point when operating that way actually decreases productivity, not to mention personal satisfaction. Chris Brady illuminates the deep need for strategic restorative breaks to maintain balance and achieve optimum productivity as well as overall well-being.

Finding Time and Money to Vacation Is Not Impossible, Overcoming Obstacles and Excuses

In addition to being overwhelmed with busyness, many people today are riddled with debt and stress. Taking a break doesn't even seem like an option. Chris Brady not only shows how proper restorative vacations can increase productivity, but he also discusses principles of financial management and prioritization that people can use to overcome the obstacles and excuses keeping them from taking those much needed breaks.

Perspective, Seeing the Bigger Picture

We can all get so caught up in our own lives and our own way of doing things that anything outside the “normal” range can seem annoying, inconvenient, and frustrating. Chris Brady touches on how the concept of keeping a proper perspective in life can make things seem easier, more fulfilling, and more exciting, while instilling a heaping dose of gratitude and peace.

*The Radical Sabbatical...
Restoring balance to the overstressed and overwhelmed!*

About Chris Brady

Chris Brady is an avid motorized adventurer, world traveler, humorist, community builder, business owner, soccer fan, and dad. He is listed as one of the World's Top 25 Leadership Gurus and among the Top 100 Authors to Follow on Twitter (@RascalTweets). He has spoken to audiences of thousands around the world on principles of leadership development and self-improvement in all aspects of life. He also has one of the world's most unique resumes, including experience with a live bug in his ear, walking through a paned-glass window, chickening out from the high dive in elementary school, destroying the class ant farm in third grade, losing a spelling bee on the word *use*, jackhammering his foot, and, more recently, sinking his snowmobile in a lake. Mr. Brady and his wife Terri have four children and live in both North Carolina and Florida.

Your way of thinking will be changed and renewed.

“Chris is a prodigious observer and his God-given gift of taking the seemingly banal, or sometimes even dry, moments of life and making a point through humor and insight is remarkable. I laughed. I contemplated. I learned a lot reading this book. I felt myself on Chris' shoulder making this journey through Italy. Sometimes I felt like the camera in his hand, and even part of his family through their Italian experience. If this is a vacation handbook, he has redefined the vacation experience. Whether you have been to Italy once, never, or many times, you will never look at Italy with the same eyes.” —**Venkat Varada**, Silicon Valley Executive



Interview Questions for Chris Brady

1. Why do you think Americans rank so low in the number of paid vacation days taken per year compared with other developed nations? What can we do to reverse that trend?
2. What would you say to someone who says you are crazy to think that the average person is ever going to be able to take a month-long vacation, that it just isn't even practical?
3. Why did you choose Italy as the destination for your "radical sabbatical" and the focus point of your book?
4. What is your absolute favorite thing about Italy?
5. What advice do you have for those who might wish to follow in your footsteps and take a similar excursion through Italy?
6. If you could go back in time and witness history in the making in Italy, what time period would you choose? And which historical figure would you most like to meet? Why?
7. In the guise of a travel book, *A Month of Italy* imparts principles for living a fulfilled life. How can readers successfully apply the principles in this book to their own lives?
8. Other than the principle of applying strategic breaks, which of the principles contained in *A Month of Italy* have been especially important in your life? How have you applied them?
9. What is your formula for creating a truly "artistic" vacation?
10. What has been the result of applying strategic breaks in your own life?
11. What is the most important thing you hope readers will take away from your book?

A Month of Italy



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*A vacation "how-to" that will leave you inspired and dreaming, wanderlust awakened...
mind, body, and spirit rejuvenated.*

"Most people don't think of vacation as an art form, but it is. Too many people aren't taking sufficient breaks, or the right kind of breaks. A proper vacation should be more than rest—it should bring restoration. Living a fulfilling life that matters only happens with specific intent. And learning how to stay sharp and 'in the zone' is a very important, in fact strategic, part of that."

— Chris Brady

"Sometimes you have to go slow in order to go fast!"