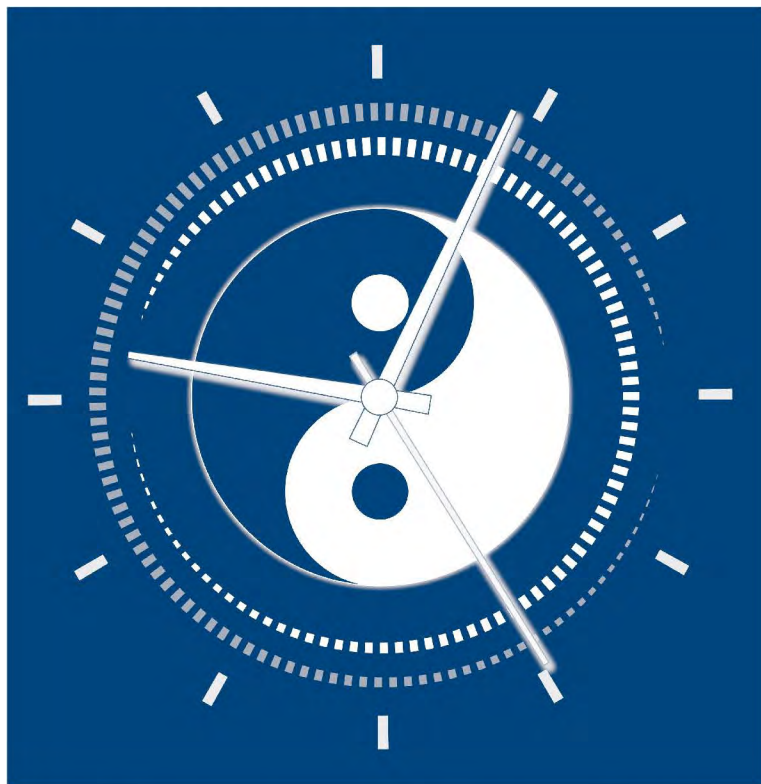


THE AUTHORITY GUIDE TO PRACTICAL MINDFULNESS



How to improve your productivity, creativity and focus by slowing down for just 10 minutes a day

TOM EVANS

A large, white, stylized opening quotation mark on a blue background.

All journeys have secret destinations of
which the traveler is unaware.

Martin Buber

A large, white, stylized closing quotation mark on a blue background.

Starting: the best time to plant a tree is yesterday

All journeys start somewhere and end somewhere else. Along the way, some experiences are had, learnings acquired and new vistas seen.

People who start a mindfulness meditation journey all start in different places. Some get stressed and burnt out by the pressures of corporate life. Some suffer from anxiety and depression. Some experience a traumatic life event and need respite and healing. Some want to find their place in the grand scheme of things and seek spiritual enlightenment.

My introduction to meditation began because of the first of these reasons. In my early 40s, I was heading up a creative team delivering ecommerce solutions. They had discovered I was reasonably good at sales after I had had a stupendous first year where I secured over £1m of business. So, in year two, I was given an expanded team to manage to deliver on projects secured in the first year of sales and, at the same time, given a sales target that had doubled. Even with my high work ethic and energy, it all proved to be too much for me. I only made it half-way through year three before I threw in the towel. For the first

time in my life, I left a job without one to go to. Up to this point, I had fallen from fabulous opportunity into fabulous opportunity.

I wouldn't exactly call this a mid-life crisis; it was rather more of a mid-life hiccup. I was, and still am, a pretty resilient and optimistic chap and I knew I would bounce back and that, as Mr Micawber would say, 'Something will turn up.'

While I was still struggling in what turned out to be my last corporate role, I did look pretty haggard and someone suggested I should meditate. At the time, I should add, the term 'mindfulness' was not in common circulation as it is today. My first reaction to this suggestion was that I was far too busy to waste 10 to 20 minutes a day. My second reaction was that there would be no way I could make my overactive mind go quiet. I persisted though and discovered some simple techniques that helped me to get easily and repeatedly into the meditative state. Regular practice ended up opening up many new vistas and opportunities, which have led to me writing this book some 15 years later.

I quickly discovered that meditation certainly reduced my stress and anxiety and, on reflection, probably lead to me having the bravery to leave that highly stressful job. I quickly discovered that the daily practice of meditation started to produce many tangible, real-world outcomes that I found could be used for business, as well as personal benefit. When I first left university, I got a job as a BBC TV engineer and had been fascinated by the magic of television. After learning to meditate, I became fascinated by the magic of the mind and went on a journey to research the nature of consciousness.

As a result of what I have learned, it is my aim that this book gives you a new and different motivation to embrace the practice of mindfulness meditation. You will discover that it is

the key to a more successful and rewarding life and an easier way to run a more profitable business. Just imagine a world where opportunity turns up at your door. Imagine clients just finding you and, as a result, giving you more time to work on other aspects of your business. Imagine invention and innovation oozing out of your pores, and creativity in all aspects of your business abounding. Imagine a happier workplace, with reduced negativity and gossip around the water cooler. Imagine productivity improvements from a more motivated team. Imagine a full order book and a queue of people wanting to come and work with you.

So when we make a new start to a new way of being, it's a good idea to stop something else. In this book, I encourage you to take at least ten minutes of 'me time' every day. To create space for this to happen, have a think about what you can stop doing. Changing an unwanted habit for a habit you do want is the secret to all successful personal development.

The journey ahead

So this guide to practical mindfulness describes a journey where I explain what mindfulness is, and isn't, and how it can be accessed by entering the meditative state. I will then explain how to use mindfulness meditation to enhance your business and take it to places that may be currently unimaginable.

- On this journey, you will discover how to relax, improve your wellbeing and increase your vitality.
- As we are naturally inefficient, you will learn the secrets of staying focused to counteract this tendency.
- We will explore how we get in the zone and allow the two halves of our brain to work in harmony.

- You will discover how to generate ideas ‘off the top of your head’.
- You will learn how to create more time.
- You will find out how to get opportunities and clients to turn up at your door with little or no effort.
- You will learn how to be mindful in group environments and reduce meeting times.
- You will discover how to get teams to work better together, to play to their strengths and to think and act together.
- We explore how to love the work you do, and people you do it with, so you never have to ‘work’ as such again.

To take this journey, there is no need to convert your boardroom into a shrine, or to get the whole workforce meditating for an hour at the start of every day. Certainly, it would be great if everyone did take some individual ‘me time’, but this type of journey is one of personal choice. It’s not about joining or forming a cult. When you embrace the principles of practical mindfulness, you will achieve a new type of commercial success and, at the same time, you will benefit personally. You can also be the only person in your company working in this way and you will find your increase in vitality is what I call ‘nicely infectious’. People might ask if you have had cosmetic surgery when they notice the lines of worry fall from your face. They may notice how you seem to always land on your feet, while all around you is chaos.

This journey is not one of asceticism, becoming vegan, giving all your possessions away, or changing your creed and becoming a Buddhist. You may of course harbour a desire to become more philanthropic with your enterprise. With more time on your hands and with an increase in profitability in your business, these are potential opportunities that may open up for you.

Slow and steady

This is one of those journeys where slow and steady wins the race. Just taking 10 to 20 minutes out a day is the only investment needed. The return on your investment will come very quickly, as you will soon find yourself experiencing the benefits of smoother-running days when you take 'me time' each day.

After just a few weeks, you will begin to get medium-term return on your investment in 'me time', as you become more creative, luckier, more productive and happier in what you are doing.

There is a long-term return on investment to be had, too. Many scientific studies have confirmed that regular meditation reduces the ravages of time and delays the onset of diseases that plague so many in their later years. It has been claimed that every single minute you meditate increases your longevity in proportion. As it improves your general wellbeing, it gives you the ability to live better and more healthily for longer.

With such benefits to be had in the short, medium and long terms, the sooner we start, the sooner we benefit.

How to embrace this book

As this is a practical guide to mindfulness, a great way to embrace the ideas in this book is to actually experience them. So each chapter is accompanied by a ten minute guided visualisation that will help you to enter and experience the meditative state. For purchasers of the print or e-reader versions of the book, just go to www.tomevans.co/tag2pm to get complimentary access. You will also discover how I am applying the principles of practical mindfulness philanthropically.

There are two ways to read this book. You can read it all the way through and come back and listen to the meditations in your own time. Alternatively, you can take your time and take in a chapter and then listen to its companion meditation. Although it's a book that can be read in one sitting, or a couple of commutes, you might like to take in a chapter and a meditation a day at a time. As you will see, slowing down is the new speeding up.

The guided visualisations are all exactly ten minutes long and are nicely addictive. If you are going to have one habit, ten minutes of chill-out time just for yourself each day is a habit with nothing but positive side effects.

Here's some general guidelines for the visualisations:

- Ensure you have ten uninteruptible minutes set aside each day
- They are best listened to on headphones
- You can listen to them at any time of the day
- You can sit upright or lie down
- It doesn't matter if you fall asleep
- It's not a good idea to listen to them while driving.

Just for Today

The first visualisation is called Just for Today. The way we start a day has a big effect on how the day as a whole pans out. This is why ten minutes of mindfulness meditation at the start of each day has such a beneficial effect. This first visualisation sets each and every day off with the most amazing start. Use it daily if you like, starting from now. So take a ten minute pause right now and listen to the first visualisation.

Key takeaways

All journeys require taking a first step.

Mindfulness is an exploration not a destination.

Slow and steady wins the race.

Enhance your wellbeing, creativity and vitality with mindfulness meditation.

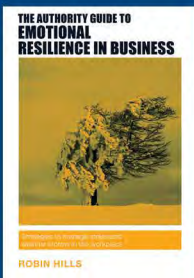
In this Authority Guide, Tom Evans, invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.



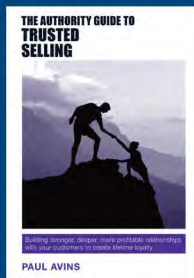
“Just 10 days after getting hold of this book, and listening to the 10-minute meditations each day, I feel like I have opened the door into a new world. This book packs so much into a small package.”

Doug New

The Authority Guides are pocket-sized books offering highly practical and accessible guidance on business matters of every description. Aimed at the busy business professional and business owner, each book in the series has been written by an author who is not only an expert in their field but who is working today at the coalface of their specialism.



Other
Authority
Guides
available
now



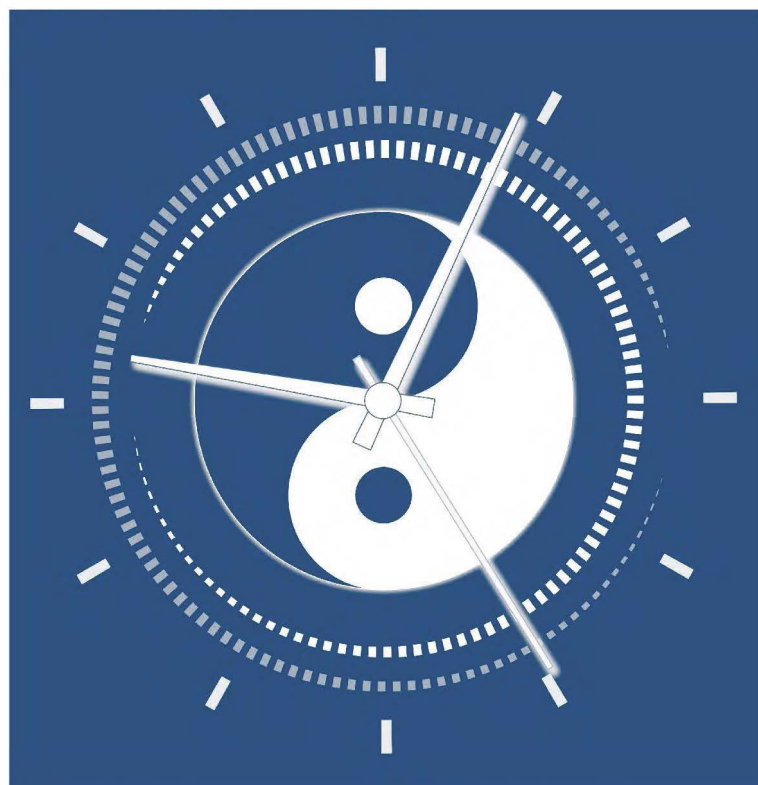
UK £9.99

Meditation and visualisation

Have you enjoyed what you've read so far of this Authority Guide?

There is much more in the full book, which can be obtained from Amazon and all good bookshops. A mere snip at £9.99!

THE AUTHORITY GUIDE TO PRACTICAL MINDFULNESS



How to improve your productivity, creativity and focus by slowing down for just 10 minutes a day

TOM EVANS

Available in paperback and ebook [here](#).

THE AUTHORITY GUIDE TO TRUSTED SELLING

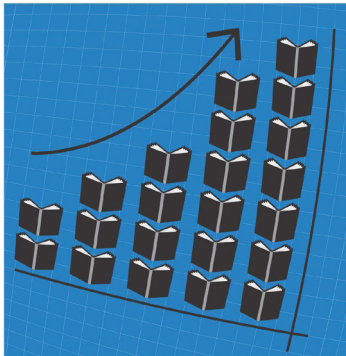


Building stronger, deeper, more profitable relationships
with your customers to create lifetime loyalty

PAUL AVINS

In today's volatile world sales professionals must know how to build trust in their company, their products and ultimately themselves in order to win the business. In this Authority Guide, sales coach Paul Avins shares his proven, 4-step system to help you contact, connect and convert more customers with less effort and no pressure.

THE AUTHORITY GUIDE TO MARKETING YOUR BUSINESS BOOK



52 easy-to-follow tips
from a book PR expert

CHANTAL COOKE

It's never too soon to start thinking about how to market and promote your book. In this Authority Guide, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.

THE AUTHORITY GUIDE TO PRESENTING AND PUBLIC SPEAKING

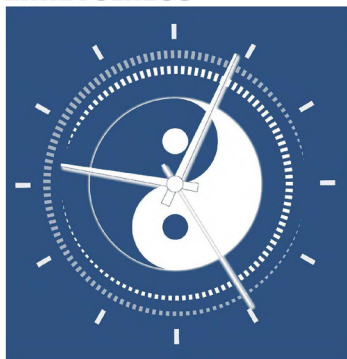


How to deliver engaging
and effective business presentations

STEVE BUSTIN

Whether it's your first presentation or you're an experienced speaker, this Authority Guide will give you the tools, tips and confidence to deliver engaging, creative and effective presentations. Steve Bustin, an award-winning business speaker, an executive-level speech coach and corporate presentation skills trainer, will teach you simple but effective techniques to keep your audience engaged.

THE AUTHORITY GUIDE TO PRACTICAL MINDFULNESS



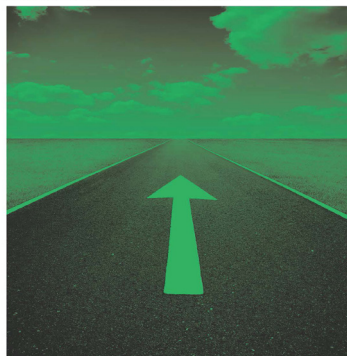
How to improve your productivity, creativity and focus by slowing down for just 10 minutes a day

TOM EVANS

Enhance your wellbeing, creativity and vitality with mindfulness meditation.

In this Authority Guide, Tom Evans invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.

THE AUTHORITY GUIDE TO FINANCIAL FORECASTING FOR SMES

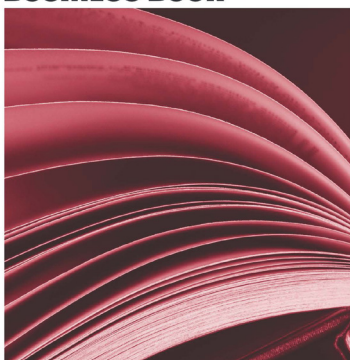


Pain-free financials for finance and planning

SIMON THOMPSON

In this Authority Guide, forecasting guru Simon Thompson shows you how to build financial forecasts quickly, effectively and cheaply through his unique, proven and easy-to-follow 10-step process. By learning how to create effective forecasts you will master the ability to understand the potential financial outcomes for your business and be able to communicate financial information in order to successfully raise investment or loans.

THE AUTHORITY GUIDE TO PUBLISHING YOUR BUSINESS BOOK



Take your business to a new level by becoming an authority in your field

SUE RICHARDSON

Publishing expert, Sue Richardson, shows you how to use your expertise, knowledge and experience to become a published authority in your field and gain the visibility you and your business needs. This Authority Guide will help you to create a plan that ensures you write and publish the right book for your business.

**THE AUTHORITY GUIDE TO
EMOTIONAL
RESILIENCE IN BUSINESS**



Strategies to manage stress and
weather storms in the workplace

ROBIN HILLS

The emotional resilience of those involved in a business will contribute significantly to the organisation's success. This Authority Guide from leading emotional intelligence expert, Robin Hills, will help you change the way you think about yourself and the way you approach potentially difficult situations. You will be able to develop your own personal resilience and understand how to develop resilience within the hearts and minds of your team and your organisation.

**New titles of the Authority
Guides to come soon.**