

Review by
Zvezdana M. Kompara
Editor of My Very Own book and Moja sr(e)čna knjiga

Ljubljana, 15 February 2009

My Very Own Book could become a worldwide success

Why do I believe that?

My Very Own Book was published in Slovenia at the end of September 2008 in English and in Slovene under the title Moja sr(e)čna knjiga. The language consultant for the English version was the writer and translator **Alan McConnell-Duff**, M.A. (Cantab) MCIL (London). Both editions have been marketed in Slovenia, and the sales figures are fairly optimistic. For instance, the book was sold in 560 copies practically without any advertising in the first four days after publication. This is quite a big success considering the “pocket-size” Slovenian market, and the fact that this is the first book of **Žiga Vavpotič**.

The readers’ opinions also prove that the book came just at the right time when the whole world is stuck at the crossroads, and people need something to encourage them to believe in themselves and their power to make a change in their lives, as well as that their contribution for a better world, whether small or large, is important. From this point of view, it is not unusual that the book was already nominated for the Sunny Book of the Year 2008 in Slovenia, and that the MQ magazine (by the Managers’ Association of Slovenia) aligned the author Žiga Vavpotič and his book among the winners of the prestigious Slovenian awards for 2008.

What makes My Very Own Book so unique?

The book challenges the idea that only people who can visualize their dreams, and put them down on the paper can make them also real. The book differs from (all) the books dealing with personal growth, and success in life. In fact, it goes a step further, or better to say, it serves as a logical accomplishment to the books of that kind. Namely, My Very Own Book does not give the reader any direct strategies, recommendations or recipes of how to live and act to be successful and happy in life, nor does it give him/her any blueprints to follow the author’s ideas either.

My Very Own Book does actually encourage the reader to make a blueprint, a recipe for his/her life by him/herself alone, and to write his/her own book of life. The reader of My Very Own Book is not a passive “learner” of somebody else’s ideas but becomes an author of his/her own book, an active creator of his/her own blueprint for his/her own life.

The book starts with the reader’s words: “This book is my inspiration. In it, I can glue, colour, write, draw... This is my book.” And then the book leads the reader from one milestone to another where the reader can stop and consider about what he/she really wants from life, what kind of a person he/she is and wants to become, what dreams, goals he/she has, what success means to him/her, what mission, responsibility towards society and the environment he/she has, etc.

The book encourages the reader to start setting his/her own goals, developing positive personal qualities, improving his/her knowledge and skills that could make his/her dreams real. The book addresses the reader’s intellect and emotions motivating him/her for action also by wise sayings, enchanting stories, as well as by an exquisite design and drawings by **Toni Anžlovar**, and exceptional photos by **Ciril Jazbec**.

The book accessories are a cute pocket notebook, a pencil, and a bookmark.

Who are the target audience?

This book buy young to middle-aged people who want to live full and meaningful life, and people who have high expectations of life but haven't had an appropriate "planning tool" since now. HR managers, trainers, teachers, librarians use it as a tool in their workshops, and educational programmes.

The book is also a nice and motivating gift. Employers use it to award or motivate their employees, schoolmasters to award their best pupils. And last but not the least important, parents and grandparents buy the book to their children and grandchildren as a gift for successful accomplishments, new beginnings, etc. At the moment, the version with red covers is very popular as a Valentine's gift.

Who is the author?

Žiga Vavpotič is an entrepreneur, a university student of economy, international relations, and human resources management. He was born in 1984 in Ljubljana, Slovenia. Žiga is occupied by numerous interests and jobs at home and abroad. He was nominated Unesco Youth Ambassador, became the youngest member of the Microsoft Office Information Worker Board of the Future initiated by Bill Gates, and was also a columnist on the Global Youth Voice issues for The Kansas City Star Newspaper. In 2000, he became the youngest member of Mensa Slovenia.

Details of the book:

ISBN 978-961-92482-1-8, Ljubljana 2008

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Format: hardcover in black, red and white, 240 pages, dim. 23.5 x 32.5 cm