

Editorial Description

Editor/Publisher	Miguel Derett / Kliemann & Williams
Category	Biography & Memoir
Title	Thrashed
Subtitle/ Copy Line	My fall from a 100ft wave and how I recovered
Copy Line	Foreword by Garrett McNamara, author of <i>Hound of the Sea</i>
Author/Illustrator	CJ Macias
USP	Professional surfer CJ recounts his harrowing fall from a 100ft wave, and uses his experience as a vehicle to motivate readers. The book asks: what is the 100ft wave in your life? And how will you use tomorrow to overcome and conquer it?

Nazaré is a legendary surfing destination, a mystical place home to the biggest waves in the world. In January 2022, professional surfer CJ Macias lived through a worst-case-nightmare-scenario when he wiped out on a 100ft wave at Nazaré, Portugal. Thrashed amongst the whitewater, CJ's fall shocked the surfing community. After the wreckage came a journey of healing and recovery. Now, CJ writes about the lessons he learned and how anyone can apply those same lessons to their own personal journey.

In *Thrashed*, CJ recounts his experience of being on top of the wave, on top of the world, and then crashing, forcing himself to drag his own half-lifeless body to shore whilst being pummelled, giant wave after giant wave. The fall was horrific, but the lessons learned during his recovery have given him a new outlook on life. As an advocate for wholistic wellness, CJ teaches readers how he used his literal & figurative fall and subsequent recovery as an example of how to pick yourself up from anything - no matter how devastating and monstrous. When CJ reflected on the fall, he realised it was caused by a lack of confidence, and so he tells readers that confidence is the reason for success in all aspects of life. And he also realised that only by reflecting on our failures can one experience the life-changing capabilities of self-acceptance. Whether in the soft buzz of the physical therapy office or in the quiet of your own home, this book can help you discover your inner strength. The book will also answer questions such as how CJ grew to love surfing, what motivated him to surf life threatening waves and what it was like to get back on a surfboard after falling.

CJ's remarkable recovery is inspiring not only to all those interested in surfing, extreme sport and adventure, but also anyone looking for guidance to recover from any sort of painful experience. The book asks: what is the 100ft wave overshadowing your life and how will you use tomorrow to overcome it?

CJ Macias is a professional surfer, volleyball player, and holistic lifestyle advocate. CJ uses his Instagram and Twitter page to share advice, guidance to everyday happiness and meditative breathing exercises to centre the soul. He is a part of the 'Waves of Life' project, which helps troubled kids connect with nature. Featured on HBO's documentary *100 Foot Wave*, CJ is a part of a daring group of adventurers who seek the ultimate thrill and ultimate reward of surfing at Nazaré, Portugal. Growing up in Fort Lauderdale, Florida and now living in Oahu, Hawaii, CJ has surfed waves from all over the world

Publication Information			
Pub Date	04 April 2024	Editions	Hardback, Paperback, E-book, Audio
Recommended Retail Price	£12.99	Format	B Format
Category	Biography & Memoir	Dimensions	198x130mm
Rights Acquired	World, All languages, First Serial, Second Serial, Audio	Extent	272 pages
Sales Territory	World	Illustrations	N/A
First Print Run	Key Title	Special Features	N/A

Royalty Rates & Royalty Advances			
Royalty Rates	Print	E-book	Audio
	10% of RRP on the first 3,000 copies sold, 12.5% of RRP on the next 3,000 copies and 15% of RRP on all copies sold thereafter	25% of net price	25% of net price
Royalty Advances	£10,000		

Comp Titles

Title	Barbarian Days: A Surfing Life		
Author	William Finnegan	Pub Date	July 21 2015
Publisher	Penguin Press	Price	\$27.95
Edition	Illustrated edition, Hardback	Extent	464 pages
Format	164.3x38.1x243.6mm	Category	Surfing, Adventure Travel, Biographies & Memoirs
ISBN	9781594203473	Life To Date Sales (Bookscan)	193 (Comp title relatable but a bit too old for practical data)

Considered to be the definitive surfing memoir, William Finnegan's memoir is an honest narrative about surfing to the point of obsession.

Title	Hound of the Sea: Wild Man. Wild Waves. Wild Wisdom.		
Author	Garrett McNamara, Karen Karbo	Pub Date	15 December 2016
Publisher	Harper Wave	Price	\$15.99
Edition	1 st Edition, Hardback	Extent	304 pages
Format	152.4x25.7x228.6mm	Category	Surfing, Adventure Travel, Biographies & Memoirs
ISBN	9780062343598	Life To Date Sales	82 (Comp title relatable but a bit too old for practical data)

Garrett McNamara was the pioneer of surfing at Nazaré, Portugal. His personal memoir also answers similar questions such as, what motivates him to surf these dangerous waves?

Title	Things I Learned from Falling: The must-read true story		
Author	Claire Nelson	Pub Date	5 March 2020
Publisher	Aster	Price	£12.99
Edition	1 st Edition, Hardback	Extent	272 pages
Format	142x26x218mm	Category	Sports, Survival, Biographies & Memoirs
ISBN	9781783253500	Life To Date Sales	2,312
<p>Claire Nelson’s story of her excruciating fall, ultimate recovery and the lessons she learned provides a formula that can be applied to CJ Macias’ own story.</p>			

Audience

For all those interested in surfing, sport and water & ocean activities. Also, the many readers of self-help who are inspired by specific real-life stories with lessons that can be applied to overcoming any personal obstacle. The book will also appeal to those interested in wilderness & survival stories.

Rights Licensed Out

First serial rights

90/10

The Times

The newspaper featured an excerpt from *Things I Learned from Falling*. The newspaper has a wide audience that may be attracted to the death-defying story of falling off a 100ft wave. Potential images of such a wave may also attract attention if viewing online.

Second serial rights

50/50

Daily Mail

The newspaper featured an excerpt from *Things I Learned from Falling*. The newspaper has a wide audience that may be attracted to the self-help angle of the book. Potential images of such a wave may also attract attention if viewing online.

Portuguese Translation Rights

75/25

Marcador (an imprint of Grupo Presença)

Rights licensed to Portuguese imprint that previously published *Hound of the Sea*, the comp. title that is also about surfing at Nazaré, Portugal. Because the events take place in Portugal, the book may appeal to that audience. Brazil also has a noteworthy surfing culture.

French Translation Rights

75/25

Éditions Paulsen

Rights licensed to French imprint that previously published *Hound of the Sea*, the comp. title that is also about surfing at Nazaré, Portugal. In addition, Paulsen focuses on adventure and nature books. France also has a noteworthy surfing culture.

Marketing Tip Sheet

<p>04 APRIL 2024 KLIEMANN & WILLIAMS Hardback, Paperback, E-book, Audio £12.99</p> <p>Category: Biography & Memoir Extent: 272 pages Dimensions: 198x130mm Illustrations: No</p>	<p style="text-align: center;">THRASHED MY FALL FROM A 100FT WAVE AND HOW I RECOVERED CJ MACIAS</p> <p><i>Thrashed</i> is the story of surfer CJ Macias’s harrowing fall from a 100ft wave at Nazaré. CJ describes his experience of being in the wild waters as the ultimate unfamiliar and hostile environment. But CJ’s story goes beyond the survival story. Already an advocate for wholistic wellness, CJ’s fall made him even clearer on his wholistic philosophies. He uses his fall and the lessons he learned as tools to help anyone overcome the challenges in their everyday lives. The book asks: what is the 100ft wave in your life? And how will you use tomorrow to overcome and conquer it?</p>
<p>MARKETING & PUBLICITY</p> <ul style="list-style-type: none"> ● National Coverage: Radio, Podcast, and Online publicity campaign ● Print, Radio, Podcast, and Online publicity campaign targeting <ol style="list-style-type: none"> 1) surfing culture 2) self-help audiences ● Regional Coverage: Cornwall, Devon, Yorkshire, County of Caithness, County Antrim. ● Author events in Newquay, St Ives, Braunton, Saltburn. ● Radio, Podcast, Online, Social Media advertising campaign 	<p>KEY SELLING POINTS</p> <ul style="list-style-type: none"> ● TRAUMA & SURVIVAL STORY: <i>Thrashed</i> recounts the story of falling off a 100ft wave, and the harrowing moments afterwards trying to swim to shore and to safety ● UNIQUE PERSPECTIVE: Self-help advice gained from surfing and spending time in nature. ● CORE AUDIENCE: Surfing media attracts a dedicated and passionate fanbase who are obsessed with the sport ● BIG WAVE SURFING INTEREST: Non-existent 10 years ago, big wave surfing is a growing phenomenon that captures attention <p>ADVANCE PRAISE</p> <p>‘As a surfer you are taught never to visualise that you might fall. I’m grateful CJ found the courage to get back on the board and especially grateful that he passed on everything he learned.’ - Garrett McNamara, author of <i>Hound of the Sea</i></p> <p>‘CJ captures what it feels like to have the things you love the most almost be the death of you. His journey of healing & self-discovery is a love letter to all us adrenaline seekers.’ - Cheryl Strayed, author of <i>Wild</i></p>
<p>SUBRIGHTS AVAILABLE</p> <p>First Serial, Second Serial, Translation</p>	<p>ABOUT THE AUTHOR</p> <p>Author Residence: North Shore, Oahu, Hawaii Author Hometown: Fort Lauderdale, Florida</p> <p>CJ Macias is a professional surfer who uses his platform to share guidance to everyday happiness. He is a part of the ‘Waves of Life’ charity project, HBO’s <i>100 Foot Wave</i>, and the pioneers of surfing Nazaré, Portugal. As the brother-in-law of Garrett McNamara, CJ is adjacent to surfing royalty.</p>

Marketing and Publicity Plan

Title Level: KEY TITLE

- UK Campaign spend range between £5k and £7k
- US, UK, and world sales target: 20k

Audience Profile:

- Mostly male audiences in their 20's and 30's
- Surfers and those interesting in surfing and extreme sport
- **Location/nationality:** Surfing hotspots such as Cornwall, UK; Hawaii, US; California, US; Gold Coast, Australia; Nazaré, Portugal; Brittany, France

Messaging:

Professional surfer CJ recounts his harrowing fall from a 100ft wave, as he sets up the scene of an unstable and cloudy day at Nazaré, where the swells grew stronger and stronger. CJ also reflects on his wipeout and uses it as a vehicle to motivate, encourage, and advise readers how to overcome any challenge – be it surfing or any other challenge in life. The book asks: what is the 100ft wave in your life? And how will you use tomorrow to overcome and conquer it?

Author — Key Info & Stats:

CJ Macias is a professional surfer and also a part of a subculture called 'big wave surfers.' His first-hand experience falling off a giant wave makes his perspective invaluable. In addition, CJ is a student of life and is constantly trying to better himself by reading about, reflecting on, and practicing holistic wellness. CJ himself once said that perhaps he would like to write a book one day about all his meditative thoughts. CJ is well connected with the surfing community. He has been featured in HBO's documentary, *100 Foot Wave*, making him well connected to traditional forms of media as well.

Pre-Publication:

Publicity

- Announcement - Acquisition, Trade Press, Trade announcement in the Bookseller and Bookbrunch

Marketing

- Cover Reveal – in-house channels, author channels
- Pre-order Promotion - Newsletter and Website content (author and HarperCollins)
- Inclusion in Kliemann & Williams catalogue for distribution at relevant sales conferences and book fairs

On Publication:

Publicity

National:

- TV - BBC Breakfast, BT Sport 4: ESPN 'SportsCenter'
- Press (Print & Digital): *The Times*. *Daily Mail*. *The Athletic*
- Radio: BBC Radio 4 Today Programme, BBC Radio 5 Live, NPR
- Podcasts: *Ain't That Swell*, *The Bill Simmons Podcast*, *Armchair Expert*

Regional/Local Publicity

- TV: BBC South West
- Radio:
 - Cornwall, UK: Coast FM - Local Radio for West Cornwall
 - Yorkshire: Greatest Hits Radio Yorkshire Coast on FM
 - Scotland: BBC Radio Scotland
 - Northern Ireland: BBC Radio Ulster
 - Nazaré, Portugal: Rádio Nazaré FM
 - Brittany, France: France Bleu Breizh Izel
 - Gold coast, Australia: The Breeze

(Though outside the UK, this publicity attempts to capture the English language readers in these countries who will increase word of mouth)
- Press (Print & Digital): *Cornwall live*
- Events (Online and In-person):
 - Launch party at Nazaré lighthouse
 - Book signings in four city tour.: Newquay, St Ives, Braunton, Saltburn.

(Funded by friends and connections within the surfing community, the publisher provides books and promotional materials for giveaways)

Online Publicity

- Influencers/Blogger Activity:
 - CJ's Instagram, Twitter and Facebook.
 - Surfing Network: Network of well-known surfers and their online communities, such as Garrett McNamara (218K Instagram followers) and Andrew 'Cotty' Cotton (102K Instagram followers)
 - Charity Networks: By emphasising the wellness aspects of the book, CJ can use his network of charities, such as the online based '100 Foot Wave Community,' to promote the book
 - Hashtag: Can create and establish a hashtag playing on the idea of the 100 foot wave. i.e. 'What is the #100ftwave in your life?' 'My #100ftwave is...'
 - AMA (ask me anything) on the Surfing subreddit
- Press (Print & Digital):
 - *Jejune* (Art & Wellness magazine)
 - *Surfer & MagicSeaWeed* (Online surfing magazines)
 - *Outerknown* blog (Adventure brand blog)

Marketing

Advertising

- **Digital**
 - Small Scale Social Media Ad Campaign: Instagram
(The idea is that the massive waves will visually catch attention.
Surfing videos from CJ's surfing sessions at Nazaré can be used if within his ownership)
 - Podcasts Ads: Read by the host
- **Print**
 - Magazine Ads: *Men's Health*. *Carve Magazine*

Retailer Activity

- Print Promotion:
 - Wave decals, prop-ups, and decor for bookstore window
 - Giant wave posters
 - Surfboard and wave stickers for water bottles, laptops, cars, etc.
 - Surfboard bookmarks
 - The book can leverage CJ's role in HBO's *100 Foot Wave*, such as having an HBO sticker stating 'Featured on HBO's *100 Foot Wave*'
(This campaign will also target surf and outdoor shops)
- Digital Promotion:
 - Amazon A+ content
 - Bookbub activity
 - Outreach to HarperCollins' email lists
 - Outreach to surfing and charity networks
 - Assist author in creating website and creating Amazon and Goodreads Author Profile

Organic Digital Content

- Social Media:
 - HarperCollins (Facebook. Instagram. Twitter. YouTube. Tumblr)
 - CJ Macias (Instagram. Facebook. Twitter)
 - Instagram: @c.j.macias. 9,112 followers
 - Facebook: @C.J. Macias. 556 followers
 - Twitter: @CJMacias1. 91 followers
- Newsletters: HarperCollins' newsletter
- Website: harpercollins.co.uk

Rights Letter

04 October 2023

Laure Giroir
Éditrice
Éditions Paulsen

Salut Laure,

I hope you are enjoying these cool autumn days in Paris before the winter rain comes. I am writing to you about a book of ours titled *Thrashed: My fall from a 100ft wave and how I recovered*. The title comes out in April 2024.

Given the success of the translation of *The Hound of the Sea* by Garrett McNamara, I'm sure you will be interested in another surfing story based in Nazaré, Portugal. Yet the story of *Thrashed* is more than a story of glory, it is a story of wreckage and recovery. When CJ Macias wiped out on a 100ft wave, he had to go through a journey of reflection and self-recovery. And so, the book recounts the horrific wipeout he went through at Nazaré in all the vivid details that will satisfy your curious and adventurous readers. However, CJ is also an introspective and deep-feeling individual. After his fall, he went through a transformative journey. Now, for the first time, he passes down all the lessons he learned and presents them to us all.

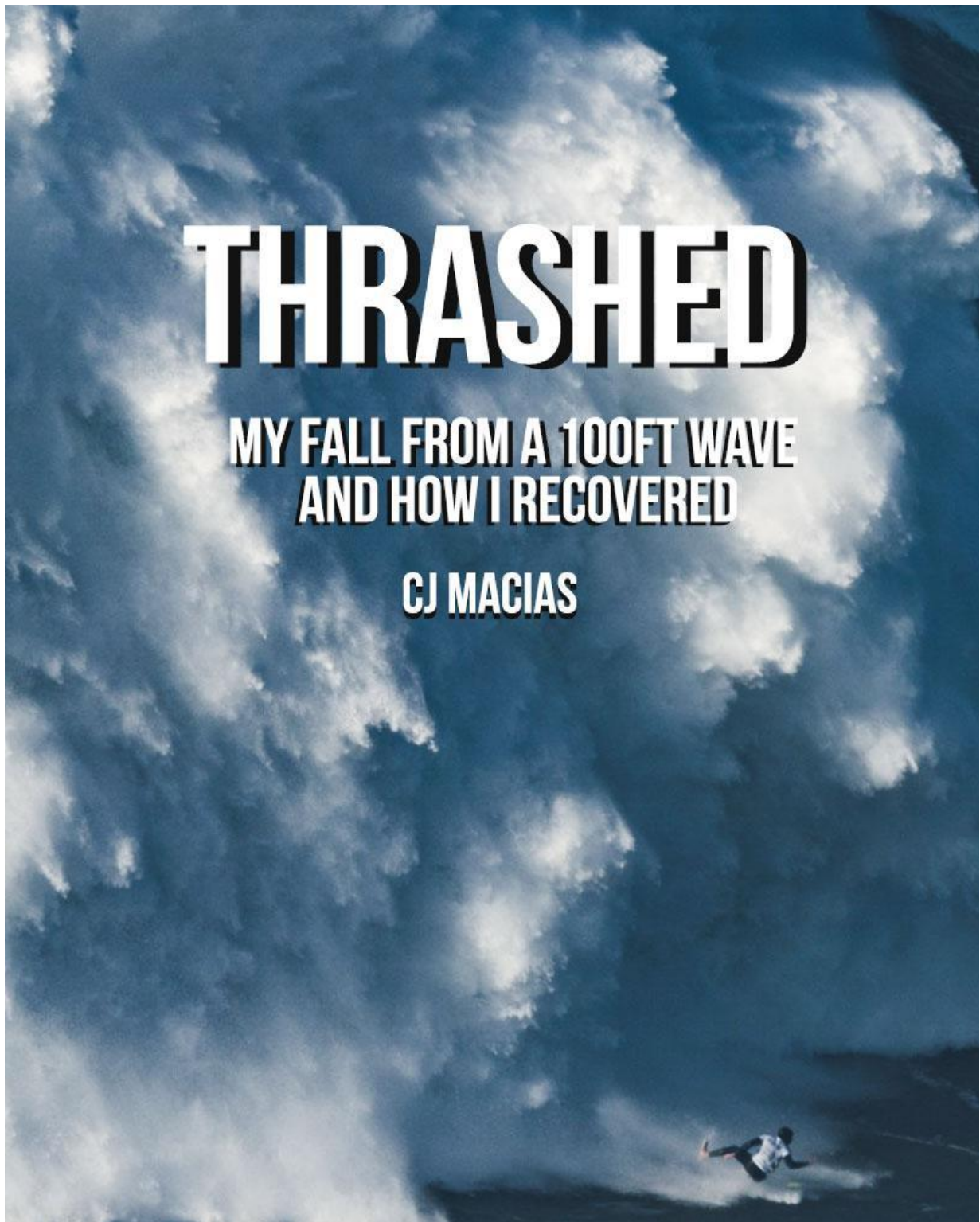
Whether it is the nautical people of Bretagne or the surfing daredevils of Biarritz, we know that the people of France are just as obsessed with surfing as Californians, Hawaiians, or anyone else in the world. I am sure the adventure loving people of France will love this just as they loved *Les Morsures de la Mer* and *Jours Barbares*. In addition, CJ's positive and down-to-earth perspective will help reach anyone who needs guidance. And so, I am certain this book would be perfect for you.

I would love to be able to talk sometime before the month ends. I will send an email on the last week of October. Perhaps you can give me the chance to practise my French. Anyway, I can't wait to hear your thoughts on acquiring the French translation rights.



Sincerely,
Miguel Derett
Subsidiary Rights Manager
Kliemann & Williams

Book Cover



Thrashed: My fall from a 100ft wave and how I recovered

Hardback

Pitch Slide

Product Information

- **Title:** Thrashed: My fall from a 100ft wave and how I recovered
- **Author:** CJ Macias
- **ISBN:** 9781203698662
- **Price:** £12.99

- **Pub Date:** 08 January 2024
- **Trim Size:** 198 x 130 mm
- **Page Count:** 272 pp

Description

Professional surfer CJ recounts his harrowing fall from a 100ft wave, and uses his experience as a vehicle to motivate, encourage, and advise readers. The book asks: what is the 100ft wave in your life? And how will you use tomorrow to overcome and conquer it?

Key Selling/Marketing Points

- **TRAUMA & SURVIVAL STORY:** *Thrashed* is the harrowing story of falling off a 100ft wave and the desperate swim to safety.
- **UNIQUE PERSPECTIVE:** Self-help advice gained from surfing and a lifetime in nature. CJ speaks with a highly approachable voice.
- **CORE AUDIENCE:** Surfing media attracts a dedicated and passionate fanbase who are obsessed with the sport
- **BIG WAVE SURFING INTEREST:** Big wave surfing is a growing phenomenon that captures the attention and wonder of all those exposed to it.

Author Bio

CJ Macias is a professional surfer, volleyball player, and wholistic lifestyle advocate. He uses his platform to share guidance to everyday peace and happiness. CJ is also a part of a daring group of adventurers who seek the ultimate thrill and ultimate reward of surfing at Nazaré, Portugal.

