

A proposal for

# The Blue Day Book

by  
Bradley Trevor Greive

## Overview

The chafing jodhpurs that pre-empted the charge of the Light Brigade. The ingrown hair that resulted in World War Two. The paper cut that led to the great depression and the bland raisin and grated carrot salad that resulted in the untimely death of Marilyn Monroe.

A palliative smear across the face of human tragedy? Perhaps. But the point is that even the greatest stockpiles of grief and anger are built up over time with insignificant sad, and often very silly, moments. If we could look into the past of a miserable old man we would probably find the turning point in his life was a rotten year, a crappy month or a lousy week but more likely a disappointing day here and there.

The fact is we all have bad days. They are an intrinsic part of being a human. When they appear some of us soldier on, some of us lose it completely and some of us turn to expensive therapy or American self help tomes that make friends gag. The real solution however is seeing each incident in perspective, recognising that our feelings of failure and loss are not unique, acknowledging the absurdities of our existence and delighting in the potential we all have.

This is just what The Blue Day Book is all about. And it imparts this important message with great compassion and humour using, as its vehicle, delightful black and white photographs of animals that are strangely human and yet completely free of judgement or pretension.

In summary, a gorgeous, fun little book for anyone who would rather be smiling than not.

## Submission V Book Outline

This submission contains a list of some 103 suggested images. The finished book would probably be somewhat smaller in scale.

The inexpensive and crude layouts of this submission bear no reflection on the finished work, which will be simply but beautifully designed and presented. A small format, hard cover book is envisaged on soft quality stock and a three colour, matt cello-glazed cover. It is important that the book have a lovely handle/feel to it.

BTG is secure enough to consider substantial editing in order to make The Blue Day Book as easy and as enjoyable a read as possible. Despite the fact that these photos were selected from over 10 000 candidates the author is still open to any new images that the publisher might suggest. For example there is still room in The Blue Day Book for a moose and a chicken (among others).

## Target Audience

Core Demographic = Women ages 18 – 45

Secondary Demographic = Educated Adults 18 – 60 (female bias)

## **Position Comparison**

Anne Geddes meets Michael Leunig, with an inspirational twist

## **Potential Markets**

Humour and Self Help sections of quality bookstores throughout the world. Point of sales displays in book stores, newsagents and cute gift shops.

The books simplicity and universal charm make it an ideal work for translation into any language.

## **Resources Needed To Complete This Book**

Stock photos as listed.

Scanning and layout of the completed book.

Editorial and Art Direction assistance.

## **Completion Date**

Final image selection and manuscript will be finished two months after receipt of the advance.

## **Launch / Promotion**

The Blue Day Book could be launched as a gift specific book at Christmas, although most people will want it for themselves. BTG is prepared to consider donating a percentage of his royalties to a suitable charity, in perpetuity, which could also be used as a launch/PR vehicle.

Bradley Trevor Greive is an accomplished public speaker with modelling experience. He also has substantial interview experience in TV, Radio and Print media and is more than happy to promote his work from Brisbane to Belmopan.

## **Future Projects**

BTG has signed with Box Press to produce 16 small, illustrated children's books over the next 12 months (the first four titles will launch early '99). He is also committed to producing several film and TV screenplays for the domestic and international market as well as expanding his range of greeting cards and wrapping paper.

As he expects The Blue Day Book to be embarrassingly successful, BTG is preparing three possible sequels. One will focus specifically on surviving the working week, the next will focus on surviving relationships and the last will contain a Christmas based narrative.

## **About The Author**

Bradley's Resume, a brief biography and a [pre-haircut] photograph are included at the end of this submission. Press clippings and other samples of his work are available upon request.