

# PRACTICAL ADVICE FOR A BETTER WORLD

BEN LEBOUTILLIER

## DESCRIPTION

To his divided countrymen and a tumultuous world, Thomas Paine offered *Common Sense* to great effect. For our contemporary discord, however, we need *Practical Advice*. Here we find more than a dozen groundbreaking yet realistic proposals for creating an efficient, versatile, and wholesome society we can all rally around.

*Practical Advice for a Better World* is not about politics, government, or partisan attitudes; it is a bid to consider new ideas arising from timeless principles. Each chapter considers a facet of societal infrastructure, reviews its purpose, analyzes its current design, and recommends an agreeable refactorization unlike any rote offering. Every solution is derived with purposeful intention to reach each reader—regardless of age, race, gender, education, origin, walk of life, or preconceptions—and encourage that person to dream that a better world is tangible.

## KEY SELLING POINTS

- Tackles society-wide concerns through novel lenses and a collaborative spirit of togetherness.
- Addresses affairs pertaining to a vast audience, especially to the roughly 40% of Americans comprised by Generations Y and Z, who are collectively disillusioned and eager to actively improve the world around them—which is the essence of *Practical Advice for a Better World*.
- Written by Ben LeBoutillier who has a uniquely analytic and empathetic background in physics, medicine, education, and information, combined with a social media network in excess of 1,000 followers domestic and abroad.

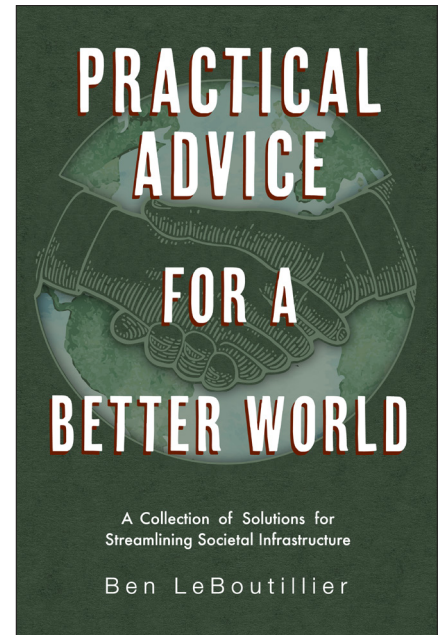
## MARKETING

- Ben LeBoutillier has leveraged BenLeBoutillier.com, Facebook, Instagram, and LinkedIn to cultivate more than 1,000 followers in less than one year. He engages with these platforms several times a week and will increase activity around the publication date.
- The author's international podcast—*Stories of Symmetry*—will begin Season 4 near the publication date, with announcements and reminders of *Practical Advice for a Better World* throughout.
- Ben has diligently been placing posters, flyers, and business cards around the community including libraries, yoga studios, coffee shops, farmers' markets, and churches. Once physical ARCs are available, he will begin a small-business tour of the area to encourage as many businesses as possible to sell the book or host an author event. Several venues are already on board.
- The author will contact local radio, newspapers, and podcasts for speaking engagements and interviews.
- The author is planning to participate in shared events with local author C. Davis.

## AUTHOR BIO



Ben "LeBoot" LeBoutillier's writings confront ambitious topics and challenge his audiences to grow at every encounter. His background in physics, medicine, education, and information have placed him in a unique intersection of some of the modern world's biggest institutions, and positioned him to explore the requirements for meaningful change. In his current profession, Ben combines several data and programming disciplines to safely manage healthcare information for caretakers and researchers. He additionally hosts *Stories of Symmetry* to explore the meta themes and deeper meanings behind Christian faith.



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**SOCIAL SCIENCE**

## AUDIENCE

- Adolescents and university students who are eager to make differences in the world but are unsure how to make a start.
- Young adults who are emerging into society and confronted by its perceived inefficiencies, shortcomings, and injustices.
- Working people who are striving to fulfill their personal and professional goals but struggling against insensate bureaucracy, especially within inescapable societal infrastructure.

## ONLINE

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