



LISA SHAKESPEARE PR

The Two Marks launched The Bestseller Experiment podcast a year ago. Using advice from bestselling authors, could they succeed in writing & self-publishing a #1 Blockbuster novel in 52 weeks? YES!



Screen grabs from Amazon as at 17/10/2017

When Mark Stay, author and screenwriter, and Mark Desvaux, coach and wannabe novelist, started **The Bestseller Experiment** podcast, even they thought it could all end in disaster! By interviewing bestselling authors with combined sales of over 100m and industry insiders – including Joanne Harris, Michael Connelly, Joe Abercrombie, Maria Semple, Michelle Paver, John Connolly, Sarah Pinborough, Ben Aaronovitch, Mark Edwards, Erica James, Laura Barnett and Martina Cole - their aim and very public declaration was to write, self-publish and market their own #1 Bestselling novel within the year. Something even international publishing conglomerates struggle to do!

This week finally saw publication day for **Back to Reality**, their feel-good novel about second chances, starting over and living your dreams. And sensationally, by the end of a tense first day, the novel had a Bestseller flag on Amazon in the UK and US, reaching #1 on six Kindle bestseller lists . It also hit #1 in Canada and Top 10 in Australia. To the Two Marks' utter disbelief they were even #1 in Science Fiction and Fantasy (Humorous), where they knocked their heroes Neil Gaiman and Terry Pratchett off the top spot. If this wasn't enough, Neil Gaiman then congratulated them and retweeted their chart success to his 2.6m followers.

As Mark Stay says: 'I've been a Neil Gaiman fan since **Good Omens** and I used to sell Neil's books when I worked at **Headline Publishing**. I went to every single event, and it got the point where he started calling me "the fanboy". So, to find myself in his company on a bestseller chart (and the company of Terry Pratchett!) is a genuine pinch-me moment. Quite unbelievable. This whole year has been an incredible rollercoaster, but this was the thing that had me floating on air.'

Mark Desvaux, writing under the pen name Mark Oliver, said, "Our book is all about living your dreams, and it's incredible that on this amazing journey, we have lived our own. We started **The Bestseller Experiment** hoping to inspire authors to go for it. Getting a bestseller with **Back to Reality** is the icing on the cake. We are genuinely humbled by the reviews and buzz around the book. Fans of the podcast are now asking "what's possible?" in their own writing careers. We are excited to discover the 'dream of the dream' and see where this adventure takes us.'

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Described as '*Back to the Future* meets *Freaky Friday*' (Lucy Vine, author of #1 Kindle bestseller, *Hot Mess*), the book is already receiving stunning reviews:

'Everything the world loves about British comedy.

For those who wished Simon Pegg wrote novels, you now have the Two Marks.'

Shannon Mayer, USA Today bestselling author

'Like if Nick Hornby wrote a time travel, body swap adventure!'

Mimi Strong, New York Times bestselling author

'Written with an authentic touch and plenty of good humour. A tough book to put down.'

Mark Dawson, USA Today bestselling author

'Like a book version of *Hot Tub Time Machine* with fabulous female characters and great music'

Kate Harrison, author of the bestselling 5:2 books

'*Back to Reality* crackles with all the addictive energy of a pop hit, and the heart of a soul classic.'

Samantha King, author of *The Choice*

'If you love time travel and rock and roll, you'll love this book!'

Julie Cohen, author of *Together*

'*Sliding Doors* meets *Back to the Future* in a story to make you sing with joy.'

Karen Ball, *Speckled Pen*

'What a magnificent book! Loved every page. Beautifully written...'

Callan McAuliffe, actor *The Great Gatsby*

Readers around the world are loving it too - with stunning reviews in [UK](#), [USA](#), [Canada](#) and [Australia](#) – and are keenly asking what's next, perhaps a paperback or film deal?

To talk with **The Two Marks** and find out the top ten tips which inspired them,

please contact Lisa Shakespeare at lisashakespearepr@btinternet.com

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About The Two Marks



Fellow-Brit **Mark Desvaux** writes fiction as Mark Oliver. He authors inspirational non-fiction and online courses, coaching over 10,000 students on following their dreams. Mark is a professional speaker in the fields of self-development and spiritual growth. He is chairman and co-founder of the charity Foodshare. As a bestselling recording artist (Urban Myth Club), Mark's critically-acclaimed albums have led to appearances at festivals such as Glastonbury (which he tries to mention on every podcast). He now lives on Vancouver Island with his family, along with chickens, bees and very tall trees.

London-based author and screenwriter **Mark Stay** co-wrote the screenplay *Robot Overlords* which became a \$20m movie with Sir Ben Kingsley and Gillian Anderson. Having worked in publishing for over twenty years, Mark is an "author-on-the-inside" and has seen the beauties and harsh realities of the publishing industry. Mark works at the Orion Publishing Group.



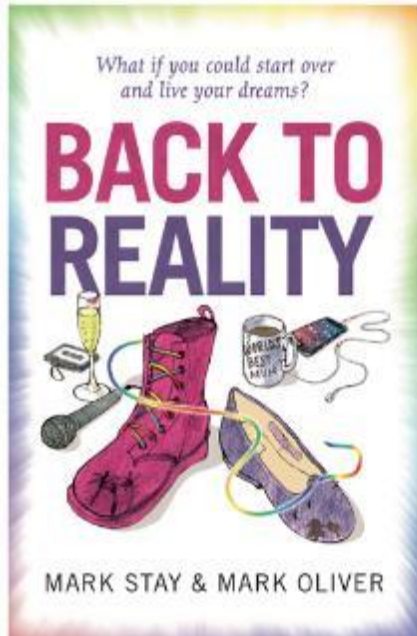
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Read the feel-good novel of the year!



Wrong time, wrong place, wrong body

Jo's world is about to change forever, and it's about time

Her marriage is on auto-pilot, daughter hates her, job sucks and it's not even Tuesday.

As Jo's life implodes, a freak event hurls her back through time and space to '90s Los Angeles where, in a parallel universe, she's about to hit the big time as a rock star.

Jo has to choose between her dreams and her family in an adventure that propels her from London to Hollywood then Glastonbury, the world's greatest music festival.

In her desperate quest, Jo encounters a disgraced guru, a movie star with a fetish for double-decker buses, and the biggest pop star in the world... who just happens to want to kill her.

***Back to Reality* is a story about second chances that will make your heart sing.**

The novel from The Bestseller Experiment podcast
bestsellerexperiment.com/backtoreality

Notes to Editors

- **The Bestseller Experiment** is published this week on 16 October and is available exclusively on Amazon for 90 days.
- Find **The Bestseller Experiment** podcast on iTunes, at www.bestsellerexperiment.com and @bestsellerxp.
- **The Bestseller Experiment's** interview with *Breaking Bad's* Bryan Cranston went viral across global media and was the #1 trending story on Facebook two weeks before Trump's election.
- **The Guardian** covered the Bestseller Experiment podcast on launch when it reached #3 in the iTunes Literature download chart:
<https://www.theguardian.com/books/booksblog/2016/nov/29/the-bestseller-experiment-can-you-deliberately-write-a-blockbuster-book>
- With thanks to Literature & Latte and Scrivener for sponsoring **The Bestseller Experiment**
- Mark Stay's photo is (C) Mediator 452 Limited/British Film Institute 2014, www.mpsv.co.uk



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