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**FOR IMMEDIATE RELEASE**

**'BEING JAMES BOND: VOLUME ONE - POCKET EDITION' NOW AVAILABLE ON AMAZON.COM**  
*'If James Bond can do it, YOU can do it!'*

Ridgewood, New Jersey - December 7, 2010 - **'Being James Bond: Volume One - Pocket Edition'** has now been released on Amazon.com in paperback, as well as for Kindle editions.

**'Being James Bond: Volume One - Pocket Edition'** is a guidebook on living more like James Bond by mastering the same skills that Bond has. 'Being James Bond' is a 'How-to Guide' on anything James Bond can do, or has done, and serves as an instruction manual for the reader to make James Bond's knowledge and skills his own. This book, the first volume in a series of eight, is a collection of eight instructional essays on the various abilities of James Bond. In addition to the introduction chapter, 'Volume One' explores such topics as playing Texas hold'em poker, learning to ski, traveling to London, drinks and mixology, horseback riding, bungee jumping, and even learning to fly an airplane. Informative and fun, each chapter will bring the reader one step closer to being James Bond!

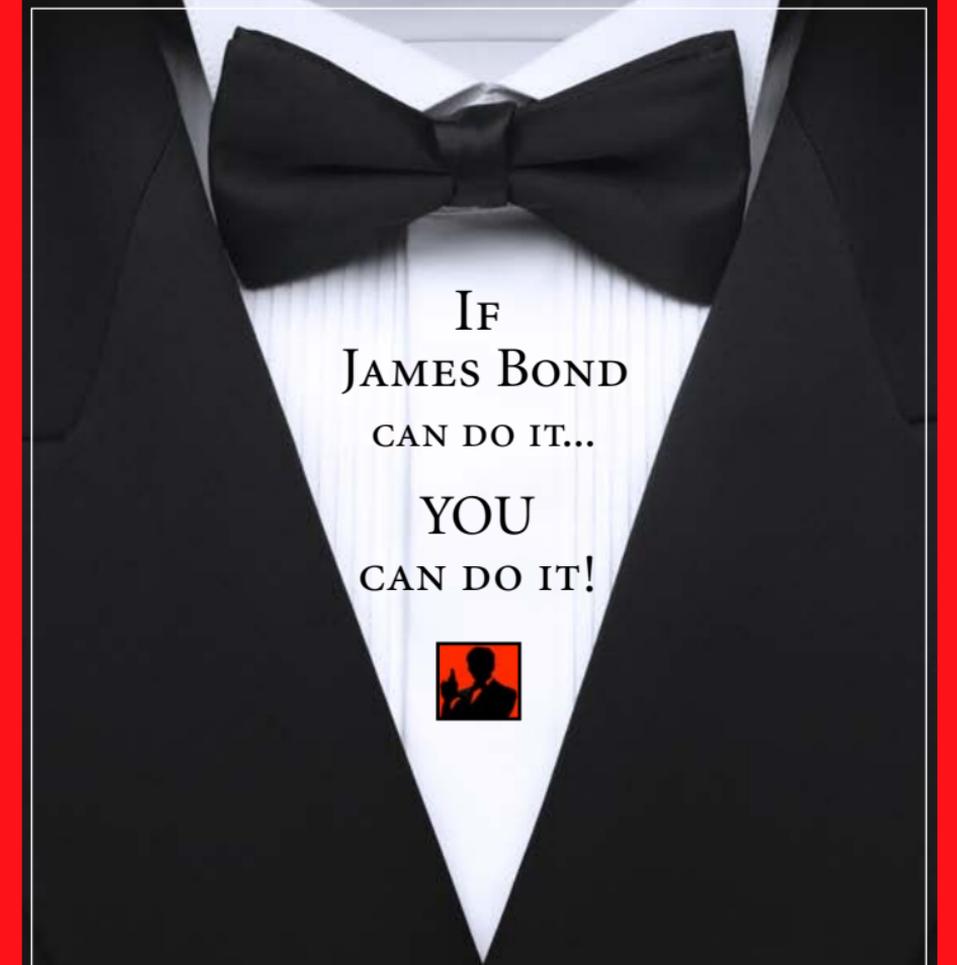
The 244-page book is also filled with positive testimonials from listeners of the 'Being James Bond' podcast, and is endorsed by Paul Kyriazi, film director and author of *How to Live the James Bond Lifestyle*, and Sandy Shepard, lifestyle trainer and author of *Fempowerment: A Guide To Unleashing Your Inner Bond Girl* and *The Fempowerment Playbook*.

Copies of **'Being James Bond: Volume One - Pocket Edition'** can also be ordered at Lulu.com at 20% OFF through January 1, 2011. Also available from Lulu.com as a digital download.

###

For more information on **'Being James Bond: Volume One - Pocket Edition'** or to schedule an interview, please contact Joseph Darlington at 973-615-2226, or e-mail at headofsection@beingjamesbond.com.

*Please see the attached PDFs with images of the book and sample pages.*



IF  
JAMES BOND  
CAN DO IT...

YOU  
CAN DO IT!



# BEING JAMES BOND



VOLUME ONE



INTRO TO BEING JAMES BOND ■ TEXAS HOLD'EM POKER ■ SKIING ■ DRINKS & MIXOLOGY  
TRAVELING TO LONDON ■ FLYING AN AIRPLANE ■ BUNGEE JUMPING ■ HORSEBACK RIDING

JOSEPH W. DARLINGTON

POCKET EDITION

Stop dreaming and start doing! **Being James Bond** brings the excitement of the films and books to your real life in a well researched and approachable manner. Each chapter takes one Bond skill and explains how it can become one "you" skill, in such an entertaining fashion, it will be hard to resist "diving" or "flying" right into the subject matter!

*Crawford K. McDonald, Statesboro, Georgia*

I came across **Being James Bond** at a rough time in my life. I was getting over a bout of depression and searching for a way to improve my life, when a friend recommended it to me. I have always been a casual Bond fan, but listening to Head of Section's podcast, I saw beyond the cinematic thrills and into a world of sophistication, confidence, and skill. **Being James Bond** gave me the impetus and focus to change my life. Between the great, informative podcasts, and the helpful members on the forum, I've managed to slim down, gain a good sense of self-worth, and a bit of class. Being James Bond is one of the best things I've ever come across.

*Nicholas Slayton, Los Angeles, CA*

During my senior year, I stumbled onto **Being James Bond**. I quickly signed up for the forum and discovered that there was an entire community of people that shared my goal—to follow Bond's dictum of living life to its fullest. It's almost as if Head of Section gives you a mission in the form of the topic (be it mastering the Vesper martini or visiting Bond locales around the globe), and then the message board is there for support while you carry out that mission and for celebration after you accomplish it. I consider it such a great benefit to be able to surround myself with other people who are all after the same thing; being James Bond. **Being James Bond** works incredibly hard to give its listeners, of any age, all the tools they need to live like Bond.

*Colby Smith, Cumberland, Maryland*

What you have done with **Being James Bond** is to take one of history's greatest movie heroes and turn him on his head—making him less about babes, bullets, and bad guys, and much more about being a man who lives life to the fullest. The Bond of **Being James Bond** is not a womanizer or a killer, but rather someone who takes advantage of the finest things in life and enjoys them all. And most importantly, with a little bit of discipline, planning, and goal-setting, his lifestyle is not only accessible and imitable, but completely within our own reach. And perhaps that's the most valuable thing of all about **Being James Bond**: learning just how we really can have an exciting lifestyle that enriches us inside and out.

*James Fellrath, Columbus, OH*

**Being James Bond** is the best! Head of Section provides an outstanding opinion on James Bond movies. He's also very knowledgeable on who James Bond is, and who he should be. He knows what he talks about, and explains how to do what James Bond does very well. Head of Section inspired me to take up skiing. I look forward to the book, and I'm sure it will succeed. I am 13 years old, and I suggest any Bond fan, at any age, to listen to this amazing podcast.

*'007 Bond,' via iTunes*

Wow! I love **Being James Bond**. I've been a James Bond fan since I was eight, since my parents gave me a set of movies for my birthday. I thought they were awesome, and that I wanted to be a spy myself (until my parents explained what a real spy actually did, and the risks.) When I found this podcast, I was like, 'Yes finally!' I've learned many new things like about planes, bungee jumping, and some tips about Texas Hold'em. I also enjoyed the Drinks & Mixology episode, and while I'm too young yo drink, I will definitely try a Vesper when I'm old enough. Keep up the good work.

*'Mr. Arlington Beech,' via iTunes*

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## C O N C L U S I O N

### **So where do we go from here?**

Hopefully by this point, you have been given plenty to keep your hands full. If **Being James Bond** can convince you of anything, it's that nothing we've explored here—nothing that James Bond can do—is out of your reach.

Begin by taking one topic from this book, really get into it, and make it your own. Get into a poker game, make yourself a true martini, get yourself ready for ski season, or look into taking a flying lesson. Then, be sure to head over to **[www.beingjamesbond.com](http://www.beingjamesbond.com)** to stay up to date on the latest topic.

By the way, for listeners of the podcast; fear not! The podcast is still going strong, and will continue to lead the way. We're not putting the podcast on the back burner in favor of the books. By becoming a subscriber to the **Being James Bond podcast** via iTunes, you'll still be at the forefront of the newest and latest topics, and the website will highlight the newest topic.

Also, be sure to head over to the **Being James Bond forum section**. In the last few years, the message boards have exploded into a great place for like-minded people to share their passions, ask questions, and discuss their plans for the future. A few of my favorite threads are *'What have you done Bond today,' 'The Essence of Bond,' 'Wine Pairings Made Easy,' 'The Perfect Shave,'* and *'The Cocktails of James Bond.'*

Each of the various sections are represented on the message boards, such as *Bond the Sportsman*, *Gambling*, *The Good Life*, etc., so you can discuss any James Bond related topic, including the topics we covered in Volume One. Perhaps you just want to chat about your favorite Bond films and books, etc., in that case, check out the *Cinematic* and *Literary James Bond* forums. Or just head over to *The Martini Lounge* if you want to meet and greet with your fellow 'Bonds-in-training' about any subject.

After the first season of **Being James Bond**, I was amazed by the out-pouring of emails and requests for new topics; and most of them were for the more abstract topics that I hadn't even considered. Therefore, the decision was made to spend some time on these topics in future volumes. So if you want to talk about *Inner Game* topics, such as *Physical Health*, *Finances*, *Motivation*, or *The Opposite Sex*, you aren't alone.

Oh, and be sure to check us out on Facebook and Twitter. Feel free to join the Being James Bond group on Facebook, and you can also follow 'Head of Section' on Twitter. I may not understand the fascination of Twitter, but if you like 'tweets,' I'll send out a message with each new announcement.

A few more thoughts before I leave you...

I was re-reading the *The 4-Hour Work Week* by Timothy Ferris. If you haven't already read it, I highly recommend it, (and when I say I recommend it, I mean that you should put this book down, and come back once you've finished reading '4-Hour'). Once I'd finished this book, I had found a new manifesto. We've been discussing it at length on the message boards, and I haven't stopped raving about it. Much of what I've done in the last six months, and much of what lies in these pages, is a direct result of some of the philosophies that Ferris discusses.

In the book, Tim Ferris suggests that most adults are suffering from ADD: Adult-onset Adventure Deficit. I couldn't agree more! He goes on to say that it's not enough to strive to be happy; in fact, he can make you rethink the whole concept of happiness. In his book, he says that sadness is not the opposite of happiness, in the same way that hate is not the opposite of love—happiness and sadness are simply two sides of the same coin. I have always agreed with the idea that the true opposite of love is indifference; but Ferris takes this concept one step further. He suggests that the true opposite of happiness, is boredom.

For me, James Bond was not about imitation (although imitation can be a lot of fun); but rather, James Bond is about inspiration. A fascination with the James Bond films was more than just an escape from the every day; it was a calling to experience as much as I could out of life.

Life is serious enough; it's more important than ever to hold on to a sense of wonder and a thirst for adventure. I thank you for joining me. Congratulations on accepting this mission, and making the adventure a part of your life. I think you will find, that the world is truly not enough.

**Being James Bond will return.**

A handwritten signature in black ink, appearing to read 'Joe', with a long, sweeping horizontal stroke extending to the right.

Joseph W. Darlington



## Joseph Darlington IS James Bond!

...Well, he *wishes* he was! Let's face it, everyone would like to be more like Bond, but Joseph Darlington just wants to BE James Bond. He sees Bond as more than just a fictional action hero, but as the personification of perfection, a vehicle for experiencing the maximum that life has to offer, and an ideal that we can all aspire to. Darlington became obsessed with walking in James Bond's footsteps, learning how to do anything that Bond can do, and doing everything that Bond has done—and each Bond-inspired experience proved to be some of the greatest of his life.

**Being James Bond** is your 'How-to Guide' on anything James Bond can do, or has done. James Bond seems to know how to do just about everything, and this is your new instruction manual for making Bond's knowledge and skills your own. Informative and fun, each chapter will bring you a step closer to being James Bond!

**If James Bond can do it, YOU can do it!** 🇺🇸

While I teach James Bond's methods as a vehicle for a prosperous lifestyle, Joseph Darlington is out there living the adventurous side of 007. **Being James Bond** has inspired listeners over the years to not just watch James Bond on the screen, but to be James Bond. Whatever the lifestyle of 007 means to you, Darlington has a line on it. From mixing the perfect drink for your date, to showing her the ropes of poker, and then flying her away in your personal Cessna 140, it's all here. Every time I see Joseph in some Bond-inspired adventure, like bungee jumping off the Goldeneye dam in Switzerland or swimming with sharks in The Bahamas, I hold my breath until he's finished. Then I think to myself, "If Joe's out there doing all that, what have I been doing?" That's when I pick up his book, start thumbing through it, and I say to myself, "Why should James Bond and Joseph Darlington have all the adventure? Count me in, too!"

— Paul Kyriazi, film director and author of *How to Live the James Bond Lifestyle*.

Who wouldn't want to be James Bond? He's suave, elegant, confident—he commands respect without saying a word. In **Being James Bond**, Joseph Darlington does an excellent job in helping readers bridge the gap between their lives and Bond's. In a book peppered with Darlington's real-world experiences, the reader is lead through every single detail of an event or a bit of knowledge that is an indispensable part of Bond's life toolkit. Where do you sit at a blackjack table? How to you get up when you fall your first time skiing? What are the specific terms that you need to know, so that you won't look like a fool when you start a Bondesque endeavor? Joe covers every single detail, so that you don't need to hold back from doing something that interests you. After reading about it in **Being James Bond**, you will feel—as you walk up to the ski chalet, or the horse, or the poker table—that though you will style yourself a beginner, you have a leg up on anyone else just starting. James Bond combines action, adventure, education, and social sophistication into one neat package; Darlington unwraps that package and lays it all out for you, so you can confidently move forward in your life and take precise action on your goals.

— Sandy Shepard, lifestyle trainer and author of *Fempowerment: A Guide To Unleashing Your Inner Bond Girl and The Fempowerment Playbook*.

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