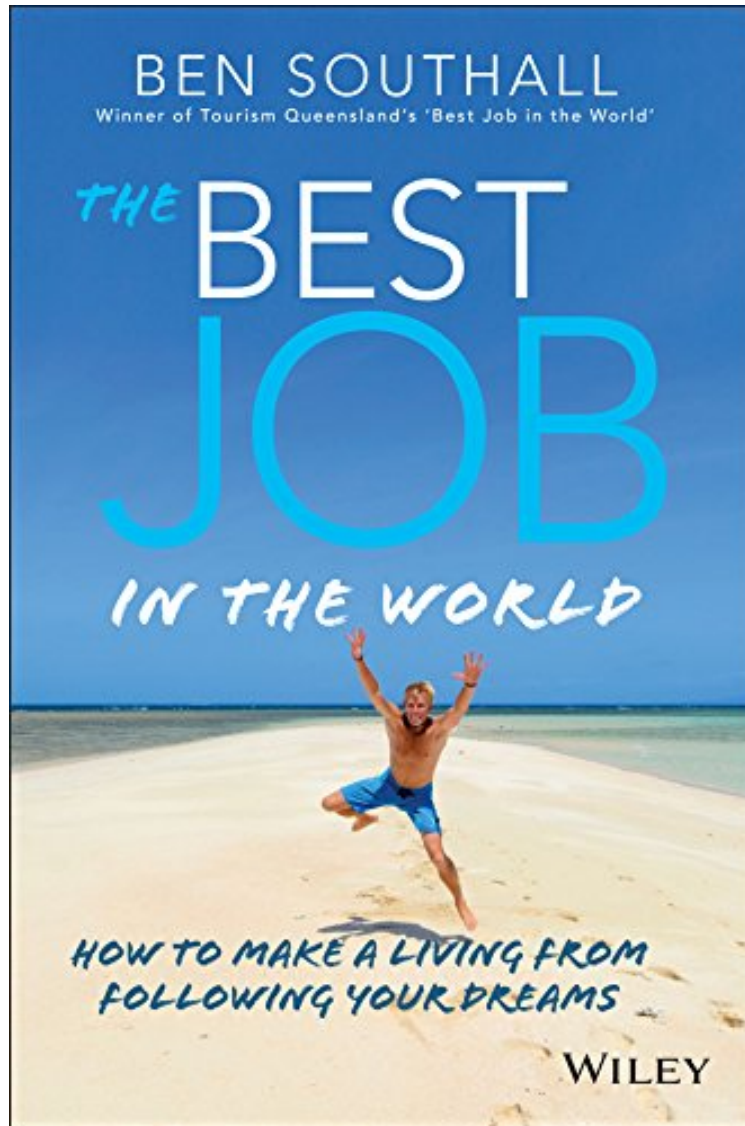


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# The Best Job in the World: How to Make a Living From Following Your Dreams

*Ben Southall*

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**Ben Southall : The Best Job in the World: How to Make a Living From Following Your Dreams** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Best Job in the World: How to Make a Living From Following Your Dreams:

0 of 0 people found the following review helpful. An interesting read about a crazy PomBy AlanI thoroughly enjoyed reading Ben's book and getting a glimpse behind the scenes of the best job in the world marketing campaign.I found the chapters on his Afritrex adventure to be the most fascinating though as it isn't a country that I was particularly

interested in visiting. Ben presents a different viewpoint on the country and provides some useful tips on what is needed to take an overland adventure.<sup>2</sup> of 2 people found the following review helpful. Great book, but misleading subtitle  
By Jade Craven  
One of the things I dislike about Wiley in Australia is that they often try to angle the book towards the wannabee 4 hour work week crowd. The subtitle - how to make a living from following your dreams - is deceptive. It's a great book and one that I enjoyed. However it's more about Southall's journey as an adventurer than how he leveraged his successes since the Best Job In The World campaign. Ben Southall was the winner of the original Best Job In The World. It was an innovative campaign and one that he excelled at. Since then, he has worked in digital marketing and has a lot of insights to share. This book doesn't share those insights. He does go into detail about his efforts in gaining followers for, and during the campaign. The primary focus on the adventures before, during and after his time in Queensland. I'm a fan of adventure based travel. I had read about some of his efforts in magazines and enjoyed reading more about the backstory. I think that readers should have clear expectations though before buying this book. If you love adventure based travel then you will thoroughly enjoy this

The true story of the man with the Best Job in the World  
The Best Job in the World is the story of how following your passions can lead to life-changing opportunities. Adventurer Ben Southall shares his experiences and lessons learned as the winner of the inaugural Tourism Queensland's Best Job in the World campaign, and reveals how this has led to ongoing opportunities since. Part autobiography, part insight into the power of a unique marketing campaign, this book follows Ben's journey from leaving the UK on his own expedition around Africa to his new role as caretaker of Hamilton Island on the Great Barrier Reef. You'll learn about the skills and experiences that shaped Ben's path, together with the inevitable pitfalls that he faced along the way to living his dream. The sole winner of the Best Job in the World campaign, Ben's perspective is a unique one to share the serious challenges that arose from being catapulted into a high profile job in an idyllic location. Humorous and poignant, the story is as much holistic life guide as travel guide, providing a motivational and inspirational tale that may just be the push you need to: Get inspired; see the opportunities around you and grab them with both hands Embrace the unknown, overcome life's obstacles and challenge expectations Live out your dreams and be your authentic self Climb out of the rut and take part in the world around you  
In The Best Job in the World, Ben Southall answers the questions everyone is asking: "What is it like? Is it really the best job in the world?" You'll learn how to transform your interests and passions into a flexible, long-term career, and how following the road less travelled can lead to living your best life. If you're dissatisfied, stuck in a rut or merely curious, The Best Job in the World is a must-read tale of aspiration, inspiration and motivation.

From the moment I met Ben I knew he was the man for the highly sought-after Best Job in the World. He is a memorable character who grabs your attention and opportunities with both hands. A consummate storyteller, who has an incredible ability to engage with people, a raw energy and zest for life. His passion for Queensland was apparent from the outset and his commitment to continue to share the story of our destination with the world through initiatives such as the Best Expedition and other digital marketing has sustained global interest in Queensland. --Steve McRoberts, Tourism and Events Queensland Group Executive, Marketing  
From the Back Cover  
How do you get hired to spend six months on an idyllic tropical island? The Best Job in the World is a roadmap to your ideal life. Follow adventurer Ben Southall as he shares his life, his journey and his blueprint for turning your passions into a living. Ben's life has taken him from the UK to Africa to Australia, through adventures over land, under water, in the air, and finally to his dream job as caretaker of a Great Barrier Reef island. In The Best Job in the World, you learn just how he did it, and how you can do it too. You'll discover the highs and lows of living the dream, and learn how to get more out of your own life. Whether you spend your days in the office or in the sunshine, Ben has some valuable lessons to share. Change your outlook, change your life. Ben's story will teach you how to: turn your dreams into reality look for opportunities and grab them with both hands embrace the unknown and overcome obstacles challenge the 'expected' path through life capitalise on your experiences. Let Ben show you how to start living life on your own terms.  
About the Author  
BEN SOUTHALL beat nearly 35000 candidates to win Tourism Queensland's 2009 Best Job in the World campaign. He now combines his passions for travel, adventure and journalism, living his ideal life.