

emma lawton

THE BENDY PENCIL



READ CHAPTERS
at <https://bit.ly/thebendypencil>

brief SYNOPSIS

THEMES:

hope

adventure

frustration

fear

decisions

resilience

legacy

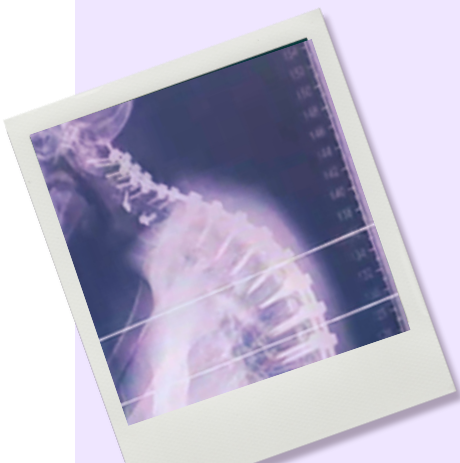
'The Bendy Pencil' unveils the autobiographical Hero's Journey of Emma Lawton, a 34 year old Creative Director who at the start of this story has been living with Parkinson's Disease for half a decade.

Initially, we meet Emma as she continues to live a fun filled and relatively comfortable life with her long-term boyfriend, little apartment in London and a job where she's almost part of the furniture (a few years on from Emma's first book 'Dropping The P Bomb'.)

However, a craving for adventure that she can't ignore propels Emma into a whirlwind of events when she impulsively responds to a vague call for participants in a television documentary. A response that sets a ball rolling that turns her life on it's head both metaphorically and physically. Mysteriously, her neck muscles begin to weaken, presenting her with a daunting challenge: to navigate life's newfound excitement while struggling to lift her head high enough to embrace it fully.

Refusing to resign herself to this uncertain future, "The Bendy Pencil" chronicles the five-year odyssey Emma and her family embark upon, marked by glimmers of hope amidst crushing setbacks. Their resolve unwavering as they pursue Emma's seemingly simple but desperate dream: to have the ability to look people in the eye again, something she values more than anything.

With Emma's trademark blend of raw honesty and unexpected humour, the narrative delves into the weight of pivotal decisions, the anguish of heartbreaking disappointments, and ultimately, the triumph of resilience. As readers journey alongside her, they'll bear witness to the indomitable spirit of a woman determined to reshape her destiny, one courageous step at a time.



Now 42, Emma proudly boasts a "wiggly career," having shifted gear from her day-to-day leadership role at the tech startup she established in 2020. Now, she's honing in on her passions, choosing her work to align with what makes her happy, including ramping up her keynote and inspirational speaker bookings. Venturing into stand-up comedy, she captivated a packed auditorium at the Britain's Got Talent auditions, earning a standing ovation from both the audience and all 4 judges.

Prior to this, Emma's career highlights include a period as a Consultant at Microsoft, advising on a project named after her. She spent the majority of her career as a Creative Director/Designer, and set up apps and devices testing at Parkinson's UK.



Innovate UK & KTN Women
In Innovation Award 2023



Awarded Honorary
Doctorate in Inclusive
Design 2022 (University of
Greenwich)



A Woman of The
Year 2020



Winner CharityComms
Inspiring Communicator
Award 2015



Management Today's
35 Women Under 35
List 2017



BIMA 100
List 2019
[Visionaries]



Women Of
The Future
Awards 2018

marketing **OPPORTUNITIES**

Emma effortlessly cultivates connections with her genuine positivity and approachable demeanor.

As an ambassador for Parkinson's, she has fostered an impressive network of supporters eager to champion her various initiatives. And would enthusiastically promote her and this book to a wide audience.

She has brilliant connections in these sectors:

Health: e.g. Rory Cellyn Jones (Radio presenter and health podcaster)

Business: e.g. Stelios (EasyJet Founder)

Technology: e.g. Satya Nadella (Microsoft CEO)

Entertainment: e.g. Steph McGovern (TV Presenter)

Media: London Live, Victoria Derbyshire, BBC Breakfast, Stylist Magazine, Metro, Evening Standard and numerous radio programmes.

With a substantial following on social media, particularly on YouTube where her story has garnered over 2.5 million views, Emma is recognised as an influencer, captivating a dedicated audience. With a strong personal brand, she is adept at sharing her narrative and distinctive tone of positive realism across various media channels, having been commissioned by prestigious publications like The Telegraph and The Guardian to pen articles about her experiences.

Additionally, Emma is a seasoned public speaker, represented by Speakers Corner. Her keynote speeches often prompt requests from event organisers to provide copies of her first book to all attendees and other teams or senior leaders. This is an opportunity she feels confident would continue and grow with this second book.