

# ADVANCE INFORMATION

## Get Past Driving Test Nerves

Lorna Cordwell



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### DESCRIPTION

1.5 million driving tests are taken annually in the UK alone. Despite the investment of money and time on driving lessons, nearly 60 per cent of tests are failed. For thousands of learner drivers who find the test a frightening and confidence-destroying experience, help is now at hand.

Of the many books published on the subject of passing the driving test in the UK, not one addresses the issue of nerves. Yet most learners admit that nerves are the main cause of the mistakes that lead to test failure. What these learners need is calmness on the day.

Harley Street psychologist and hypnotherapist Lorna Cordwell specialises in helping people to overcome nerves. This book offers readers clear and simple advice about how to remain calm and focused under pressure, using proven therapeutic methods to be practised by the reader in the build-up to their test. By understanding nerves and positively preparing, learners can achieve success.

### AUTHOR

**Lorna Cordwell**, with a private practice on London's Harley Street, is a therapist who specialises in relaxation work and hypnotherapy to help clients overcome anxiety and fear. She has a degree in psychology from the London School of Economics and a postgraduate diploma from the National College of Hypnosis and Psychotherapy and has worked as a therapist since 1987.

### KEY SELLING POINTS

- If just 5 per cent of learner drivers buy the book, sales would be 75,000 units annually.
- Part of a new series; the second title, *Get Past Exam Nerves*, by the same author, will be published in 2009.
- Lorna has worked with people who have failed their driving test three or four times and believe they will never pass, who come to her for just one session and pass the next day.
- Possibilities of sales to DVLA and driving schools.

### PROMOTION & PUBLICITY

- Author interviews, serialisation, feature coverage, reviews and press releases.



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