James is respected by aspiring and professional writers alike in Brazil, Portugal and Spain and the "McSill Magic" is known for taking the work of his authors to higher levels in literary worth and in sales -- by giving them a truly unique perspective on their work, not only from a creative standpoint, but also from James' broad-based experience:  as a master in Linguistics, Business and Materials Design (Catholic University of Pelotas, Brazil; Jordan Hill College, Scotland; Chichester University, England). To the benefit of all, he has never flinched from weaving all his fields of knowledge into his private consultations and public talks and courses.

Amongst his extensive experience, James has travelled the world spearheading TBL (Task-based Learning) as a consultant for the CoBuild Project (Birmingham University/ HarperCollins), whilst doubling as a director of the British House Group of schools and a member of the board of directors of LAURELS.

Most recently, he has turned his attention to Brazil. His tremendous success has attracted dozens of authors to his online consultation sessions. Not a stranger to technology, James has used the very latest innovations from conference calls to live online webspaces to assist aspiring writers as well as some of the best-selling Brazilian writers. Amongst his many triumphs, last year’s highlight was the Write in Rio event, which was the inspiration for the forthcoming Write in Atlanta.  In the words of the participants, it was not only a professional, but also a life changing, experience.