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Denver-area author tells two decades of life in lists of exactly 30

DENVER, Colo.

Clemens Wan has a habit. Since a 30 day challenge in 2012, he has written hundreds of lists, each with exactly 30 items, on everything from travel tips and toddler calming techniques to blockchain buzzwords. Those lists became 500+ posts on his blog, listsof30.com, and two books: *My Life in Lists of 30* (2015), about his 20s, and *Our Life in Lists of 30* (2024), about his 30s, co-written with his wife, Vinessa Wan.

Each list follows the same format: a short "Why This List?", 30 numbered items, and a closing "Random Observation/Comment." The result reads like a memoir, a self-help book, and a joke book at the same time.

"It's the process of writing these lists that makes it valuable," Wan writes in *Our Life in Lists of 30*. "The opportunity to focus on a topic from all different angles using some mental gymnastics."

Wan, a Cooper Union electrical engineer, has spent more than a decade bridging engineers and everyone else at Credit Suisse, R3, and Consensys, and co-founded Wanessa Labs in 2026. He is a TEDx speaker and a Toastmaster since 2010. The books are designed to send readers off to write their own lists, and free prompts, a list-writing cheat sheet, and a 30-day email course are available at books.listsof30.com.

Available now in paperback and ebook on Amazon.

MEDIA CONTACT

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FACT SHEET

The books

My Life in Lists of 30

Author	Clemens Wan
Published	2015
ISBN-13	978-1506176932
Format	Paperback, 206 pages; ebook
Price	$10.00 paperback, $0.99 Kindle

My 20s: Travel, food, career, and a lot of daydreaming.

Our Life in Lists of 30

Author	Clemens Wan & Vinessa Wan
Published	2024
ISBN-13	978-1723417375
Format	Paperback, 280 pages; ebook
Price	$11.99

Our 30s: Blockchain, getting married, random adulting, and parenthood.

THE AUTHOR

Name	Clemens Wan
Based in	Denver, Colorado area
Education	Cooper Union, BE + MEng Electrical Engineering
Career	Credit Suisse (developer to architect), R3 (Solution Architect, Director), Consensys (~8 years), co-founder of Wanessa Labs (2026)
Writing	500+ blog posts at listsof30.com; Lists of 30 podcast; two books
Speaking	TEDx speaker and organizer; Toastmasters since 2010
Fun fact	Traveled to 52 countries
Photo	books.listsof30.com/files/press/clemens-wan-portrait.jpg

STORY ANGLES

- **The format:** a memoir written entirely as lists of exactly 30, with a strict template.
- **The engineer-writer:** a blockchain and AI technologist who writes self-help humor on the side.
- **The couple:** the second book is co-written by a husband and wife and covers marriage and early parenthood.
- **Self-publishing experiments:** the launch included a free NFT claim, a custom GPT trained on the book, and signed copies earned through reader tasks.
- **Write your own:** readers get free prompts and a 30-day email course to write their own lists.

AUTHOR Q&A

Six questions, answered in his own words

Every answer quotes or paraphrases Clemens's published writing, so editors can run it as-is or use it to prep an interview.

Why lists of 30?

In the book: "Why not 10? 21? 42? To be honest, it's just an arbitrary number that matched the 30 day challenge. After writing more than 100 of these lists, I think I've gotten a hang of it and it's been overall helpful with staying creative."

How did it start?

With a 30 day challenge in 2012, inspired by Matt Cutts' TED talk on trying something new for 30 days, when the end of the Mayan calendar made Clemens wonder "What if?" and finish his side projects.

What makes a good list?

From *30 Principles for Writing Lists of 30*: write it within a day, don't research other lists, and save your favorites for the "top 5" or "final 5" spots, "especially number 30."

What do you hope readers do?

From his books page: "the book is supposed to inspire you to write your own lists."

What was harder, writing or marketing?

From his launch post: "Writing is somehow the easier step than marketing."

What's next?

More books in the series: *Her Life in Lists of 30* (his 40s, focused on his daughter's life), *Its Life in Lists of 30* (his 50s, about his Clembot AI), and *A Lifetime of Lists of 30*.