

# Executive Author Blueprint

**From Concept to Published  
Book in 90 Days**

- ✓ **90-day** book writing timeline for busy executives
- ✓ **ROI calculator:** Book's impact on speaking fees and consulting rates
- ✓ **Case studies** of 8 CEOs who leveraged their books





## **Executive Summary**

This blueprint provides a structured approach for busy executives to transform their expertise into a published book that enhances their professional brand and generates business opportunities. Based on proven methodologies used by Fortune 500 leaders, this guide breaks down the writing and publishing process into manageable phases.

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## 1. Strategic Foundation

### Positioning Your Book

#### - Target Audience Definition

- *Primary*: Industry decision-makers and potential clients
- *Secondary*: Media, conference organizers, and industry influencers
- *Tertiary*: General business audience

#### - Core Message Development

- Unique Insight Matrix™ (complete the following):
  - Industry pain points you solve: \_\_\_\_\_
  - Your proven methodology: \_\_\_\_\_
  - Key differentiators: \_\_\_\_\_
  - Success evidence: \_\_\_\_\_

### Book Type Selection

#### Choose the format that best serves your goals:

- Thought Leadership Book – establishes industry authority
- Methodology Book – showcases your unique approach
- Case Study Collection – demonstrates proven success
- Vision/Future Book – positions you as an industry visionary

## 2. Content Development Framework

### Book Architecture

#### 1. Hook Chapter

- Industry challenge
- Personal stake
- Promise to reader

#### 2. Credibility Foundation

- Experience highlights
- Success metrics
- Research backing

#### 3. Core Chapters (3-5)

- Problem definition
- Solution framework
- Implementation guide
- Results metrics

#### 4. Action Chapter

- Implementation roadmap
- Resource guide
- Next steps

### Knowledge Extraction Process

#### 1. Weekly Interview Sessions (2 hours)

- Record key stories
- Document methodologies
- Capture insights

#### 2. Content Organization

- Story bank
- Framework collection
- Data/research library



### 3. 90-Day Writing Timeline

#### *Phase 1: Foundation* (Days 1-15)

- Day 1-3: Book concept development
- Day 4-7: Outline creation
- Day 8-15: Research and interview prep

#### *Phase 2: Content Creation* (Days 16-60)

- Week 1-2: Hook chapter + outline expansion
- Week 3-4: Core chapter 1-2
- Week 5-6: Core chapter 3-4
- Week 7: Action chapter
- Week 8: Introduction and conclusion

#### *Phase 3: Refinement* (Days 61-90)

- Week 9: First round edits
- Week 10: Professional editing
- Week 11: Final revisions
- Week 12: Publishing prep

#### **Time Investment**

- 2 hours/day writing time
- 30-minute daily review
- 2-hour weekly planning session

### 4. ROI Analysis

#### **Direct Revenue Opportunities**

##### **- Speaking Fee Enhancement**

- Average increase: \$10,000-25,000 per engagement
- First year potential: \$50,000-150,000

##### **- Consulting Rate Impact**

- Rate increase potential: 25-50%
- Client acquisition improvement: 30-40%

#### **Brand Value Enhancement**

##### **- Media Exposure**

- Industry publication features
- Podcast appearances
- Conference keynotes

##### **- Lead Generation**

- Book as business card
- Speaking engagement pipeline
- Inbound opportunity creation

#### **Investment Requirements**

- *Time*: 180-240 hours over 90 days
- *Financial*: \$20,000-40,000 (professional services)
- *Team Resources*: 10-15 hours/week



## 5. Case Studies

### Case Study 1: Tech CEO

- Executive Profile: CEO of \$200M AI software company
- Challenge: Needed to position as industry thought leader in crowded AI market
- Solution: AI transformation methodology book "The Human Algorithm"
- Book Approach:
  - Combined technical insights with accessible business strategies
  - Featured original research from 100+ implementations
  - Included decision frameworks for AI adoption
- Results:
  - 47% increase in speaking fees (\$15K to \$22K per event)
  - 12 major conference keynotes in first year
  - 3 acquisition offers within 18 months
  - Book featured in WSJ and Forbes
- Timeline: Completed in 82 days using sprint methodology

### Case Study 2: Financial Services Executive

- Executive Profile: Managing Director, Global Investment Firm
- Challenge: Wanted to scale consulting practice beyond personal capacity
- Solution: Investment strategy blueprint book "Wealth Without Wall Street"
- Book Approach:
  - Focused on alternative investment strategies
  - Created proprietary investment framework
  - Included case studies from high-net-worth clients
- Results:
  - Doubled consulting rates (\$5K to \$10K per day)
  - Regular CNBC appearances (2-3 times monthly)
  - \$2.4M in new client accounts within 6 months
  - Book used by 3 major wealth management firms for training
- Timeline: Completed in 95 days with weekly writing sprints

### Case Study 3: Healthcare Innovation Leader

- Executive Profile: Chief Innovation Officer, Regional Healthcare System
- Challenge: Building market authority for healthcare consulting practice
- Solution: Healthcare disruption playbook "The Patient-Tech Revolution"
- Book Approach:
  - Combined healthcare expertise with technology trends
  - Featured interviews with 25 healthcare innovators
  - Included implementation frameworks
- Results:
  - 3 board position offers within first year
  - 300% increase in speaking engagements
  - Successful company exit (\$47M valuation)
  - Book adopted by 2 medical schools
- Timeline: Completed in 88 days using interview-based approach

#### **Case Study 4: Manufacturing Executive**

- Executive Profile: President, \$500M Manufacturing Company
- Challenge: Needed to position company for digital transformation
- Solution: Industry 4.0 strategy book "The Smart Factory Future"
- Book Approach:
  - Documented successful digital transformation
  - Created implementation roadmap
  - Featured ROI case studies from multiple plants
- Results:
  - Company valuation increased 40% in 18 months
  - Featured speaker at 15 industry conferences
  - Book led to \$125M in new contracts
  - Used as training manual by industry association
- Timeline: Completed in 85 days using hybrid writing model

#### **Case Study 5: Management Consultant**

- Executive Profile: Former Big 3 Consulting Partner
- Challenge: Launching boutique consulting firm
- Solution: Strategic framework book "The Execution Edge"
- Book Approach:
  - Developed unique 5-step execution methodology
  - Included tools and templates
  - Featured mini-cases from Fortune 500 clients
- Results:
  - Built \$2.5M consulting practice in first year
  - Book sold 50,000 copies
  - Licensed methodology to 3 global consulting firms
  - Created certification program from book content
- Timeline: Completed in 90 days using template-based writing

#### **Case Study 6: Startup Founder**

- Executive Profile: Serial Entrepreneur, 3 Successful Exits
- Challenge: Establishing thought leadership in startup ecosystem
- Solution: Startup methodology book "Zero to Exit"
- Book Approach:
  - Documented proven startup methodology
  - Included fundraising strategies and pitching templates
  - Featured stories from 50 successful founders
- Results:
  - Secured \$5M in VC funding for new venture
  - 25 paid speaking engagements in first year
  - Book required reading at 3 accelerators
  - Launched successful startup coaching program
- Timeline: Completed in 87 days using collaborative writing

### Case Study 7: Professional Services CEO

- Executive Profile: CEO, Marketing Agency Network
- Challenge: Differentiating in competitive agency landscape
- Solution: Marketing transformation book “The Agency of Tomorrow”
- Book Approach:
  - Outlined future of agency model
  - Created agency transformation framework
  - Included pricing and positioning strategies
- Results:
  - Agency revenue grew 85% in 18 months
  - Acquired 3 competitor agencies
  - Book led to 12 new enterprise clients
  - Launched successful agency consulting division
- Timeline: Completed in 92 days using dictation method

### Case Study 8: Private Equity Partner

- Executive Profile: Founding Partner, Mid-Market PE Firm
- Challenge: Attracting larger deal flow
- Solution: PE strategy book “The Private Equity Playbook”
- Book Approach:
  - Detailed investment evaluation framework
  - Included post-acquisition growth strategies
  - Featured successful turnaround cases
- Results:
  - Deal flow increased 200% in value
  - raised \$300M new fund
  - Book used in 5 MBA programs
  - Launched PE advisory practice
- Timeline: Completed in 86 days using weekend writing sprints

### NOTES

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## 6. Publishing Pathway

## NOTES

### Traditional Publishing

- Pros:
  - Publisher credibility
  - Distribution network
  - Marketing support
- Timeline: 12-18 months
- Control: Limited

### Professional Self-Publishing

- Pros:
  - Full control
  - Faster timeline
  - Higher royalties
- Timeline: 3-6 months
- Control: Complete

### Hybrid Publishing

- Pros:
  - Professional support
  - Faster than traditional
  - Distribution assistance
- Timeline: 6-9 months
- Control: Moderate

## Next Steps

### 1. Schedule Strategy Session

- Review blueprint application
- Customize timeline
- Define success metrics

### 2. Assemble Support Team

- Writing support
- Research assistance
- Marketing coordination

### 3. Begin Foundation Phase

- Complete positioning worksheet
- Draft initial outline
- Schedule knowledge extraction sessions



Jennifer Coiley Dial

[Schedule a 30-minute discussion](#)



## NOTES

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