

# **Talk Your Book Into Existence**

by Michael Giannulis

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For Rebecca, who believed in every version of me before I did.

And for Liberty, my brave girl. You are too small right now to read this, but one day you will. When you do, I want you to know that you were on every page before a single word was written. May you never wait as long as your dad did to share the words inside you.

This one is yours.

# Foreword

**By Rick Melero Founder and CEO, HIS Capital Group Orlando, Florida**

I have spent more than 20 years in private lending. In that time, my team and I have closed over \$500 million in real estate transactions and built HIS Capital Group from a single funded deal into a firm that now manages institutional capital and works alongside some of the most respected brokerages in the country.

I tell you this not to impress you, but to set the table for what I am about to say.

For most of those 20 years, I have known I needed to write a book. I knew it the way every serious operator in any field knows it. The book is the difference between being a vendor and being a category. It is the difference between competing on rate and being the person whose rate sets the market. I have watched people in adjacent industries publish books that were structurally weaker than what I could have produced and still walk away with deal flow, speaking invitations, and family office introductions that should have been mine.

So I tried.

I tried the do-it-yourself path first. I am a disciplined person. I have run a private lending firm through the 2008 crisis and out the other side. I figured I could put 1,000 words a day on the page and have a manuscript

inside of a year. I made it about six weeks before the work I actually do, the work that pays my team and feeds my family, swallowed the time. The chapters I had started sat on my hard drive for the better part of three years.

I tried a ghostwriter after that. Good writer. Real expertise. The total investment by the time the project was finished was over \$50,000, which is what a serious ghostwriter costs when you want it done right.

The manuscript came back strong, and I made the decision to publish it as *Investing With Purpose*. Mike Giannulis helped me launch the book, and it has been a real asset for my business ever since. It opens conversations I would not otherwise be in. It establishes the credibility I had hoped it would. I do not regret writing it.

I want to be clear about that, because I am not here to bash the traditional ghostwriter path. It worked for me. It can work for the right person under the right conditions. The investment is real, the timeline is long, and the voice match is the part you have to fight for hardest, but the asset at the end can be worth what you paid for it. Mine has been.

What I want to tell you about now is the second book.

The first book is a business book. It is the version of me that operates HIS Capital, that closes deals and stands on stages. That is one version of me, and it is the right version for that book.

But it is not the only version of me.

I am also a husband. I am a father. I am a man trying to leave something behind for my children that goes beyond the business I built. There are stories I want my kids to know. Lessons I want them to be able to read in my own words long after I am no longer the person sitting across from them at the dinner table. There is a different book inside me that has nothing to do with private lending. I have wanted to write it for years.

I tried popular AI tools when they showed up. The output for that kind of book was even worse than for a business book. Generic prose. No memory of who I am. Nothing that could possibly capture the voice my children would recognize as mine. I gave up on that path quickly.

That is when Mike showed me what he had built.

I have known Mike for years. We have worked together on multiple projects across my businesses, including the deployment of one of the most sophisticated AI operating systems running anywhere in the private lending category today. So when he started talking about a different way to produce books, an approach built on extracting an expert's actual knowledge and voice rather than generating generic content, I paid attention. Mike has earned the right to be paid attention to.

The way his system approached this second book was different from anything I had tried before. There was no

keyboard. There was no ghostwriter translating my words into someone else's voice. There were structured phone calls. I talked about my life the way I would talk about it at the dinner table. The system listened to how I built sentences, what stories I reached for, the way I sounded when I was talking about something that mattered to me.

The chapters that came back sounded like me. Not the polished platform version of me. The actual me. The voice my kids would recognize.

The total investment for the second book was a fraction of what the first one cost. Not a small fraction. A fraction the size of a rounding error compared to the ghostwriter route.

Here is the part I did not expect.

That second book, the personal one, the one I wrote for my family, has opened doors I did not write it to open. There is something about a book that comes from a more personal place that lands differently with serious people. The kind of investors and partners I most want to do business with respond to it in ways they did not respond to the first one. I am not telling you this because it is the point. I am telling you because it surprised me, and surprises like that are worth passing on.

The combination of those two books, the one I paid a real ghostwriter to produce and the one I dictated through Mike's system, has done more for my business and for my family than either book could have done

alone. The first one would not have been possible to write through Mike's system five years ago. The second one would not have been economically possible to write any other way.

That is the point I want you to take from my story.

There is no longer just one path to a book. There is a path for the high-investment business asset that requires a real ghostwriter and a real budget. There is now also a path for the books that were not economically possible before. The personal book. The niche book. The second book. The legacy book. The specialized book that would never have justified \$50,000 to produce.

The book in your hands teaches the methodology behind that second path.

I read the manuscript before agreeing to write this foreword, and I would not be writing it if I did not believe what I am about to say. What Mike has produced here is not a sales pitch dressed up as a book. It is the principles, the frameworks, the structure, the questions, the launch playbook. You can take what is in these pages and execute it manually if that is the path you want. Mike has built the system that automates it for those of us who would rather pay for the system than build it ourselves. Both paths are honest paths.

If you are an expert who has been telling yourself you will write your book "next year" for more than three years running, this book is for you. The path you have been on has not worked. Mike is going to show you a

different one. He is the right person to show it to you. He has spent two decades capturing the voices of experts as a copywriter before he ever built the system that does it now. The principles he is teaching are not theory. They are what he has been doing manually for hundreds of clients across more industries than I can count.

In my experience, the people who produce real outcomes are not the ones with the best motivation. They are the ones with the best systems. I have watched the same dynamic play out in real estate investing for 20 years. The disciplined investor with average deal flow outperforms the ambitious one with no system, every single time, over any meaningful timeline.

The book you have been meaning to write is a system problem. Not a willpower problem. Not a talent problem. Not a “someday I will get around to it” problem.

Mike is about to give you the system.

Read it like the asset it is. Take the actions it asks you to take. The book that should already have your name on it has been waiting for you, and there is now a path to producing it that did not exist before.

It is time to get it on the shelf.

Rick Melero Founder and CEO, HIS Capital Group  
HISCapitalGroup.com Orlando, Florida

# **Preface**

## **Why I Had to Talk This Book Into Existence**

I spent more than twenty years helping other people make money with words. Sales pages, email sequences, webinar scripts, direct mail. I wrote copy that generated well over twenty-five million dollars in revenue for clients across health, wellness, and education. I knew how to take a message and make it move people. What I could not figure out was how to write my own book. It was not for lack of material. I had stories, hard-won lessons, a distinct point of view shaped by two decades in the trenches. What stopped me was the same thing that stops most experts: the moment I sat down to write, I stopped being myself. I became formal, careful, self-conscious. The voice that closed deals and coached clients went quiet the second I opened a blank document. Then I discovered something that changed everything. When someone asked me the right questions, I could talk for hours. Effortlessly. The frameworks poured out. The stories surfaced. The nuance showed up naturally because conversation does not let you hide behind filler and vague promises. Talking made me specific in ways typing never did. That realization became Dictate. What you are holding is both the product and the proof of concept. This book was

built through a structured interview process. My voice was captured, shaped, and assembled into a manuscript without me ever staring down a blinking cursor. Every insight you will read came out of me the way my best work always has: through conversation. If you have been carrying a book around inside you for years, this is for you. Not because writing is overrated, but because the way most people are told to write a book was never designed for people like us. We think out loud. We teach through story. We are at our best when someone is listening. You do not need to become a different person to write a great book. You need someone to ask you the right questions, and a system that knows what to do with your answers. That is exactly what this book is about.

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# Chapter 0: Read This First

Before you go any further, I want to make sure you're the right person for this book.

I wrote this for one specific reader. You're 35 to 65 years old. You run a service business or you're a senior expert at a firm. You charge somewhere between \$300 and \$1,500 an hour for what you do. You've been at it for at least 10 years. Your clients love you. Your referral pipeline is full.

And for at least three years, you've been telling yourself you're going to write a book.

You haven't.

That's not a criticism. I've been there. I know dozens of you. Some of you have a half-started file sitting somewhere that you try not to think about. Some of you hired a ghostwriter and quit halfway through. Some of you bought a course on writing a book and never finished module one. The book is always next quarter. Next quarter never comes.

If you recognize yourself in any of that, you're who I wrote this for. Stay with me.

If you're looking for a book on writing fiction, this isn't that book. If you're looking for a book on landing a traditional publishing deal, this isn't that book either. If

you're an aspiring writer who wants to be a full-time author, you can probably stop reading here. Nothing personal. We're just not a fit. Save yourself the time.

Now here is what I'm going to do for you in the next 35,000 words.

By the end of this book, you're going to know exactly how to get the book that has been living in your head onto a shelf. Not a generic book. Your book. The one that positions you as the recognized authority in your category. The one that supports higher fees, opens the door to speaking invitations, and can produce inbound leads you don't have to chase. You're going to know the principles, the frameworks, and the methodology. You're going to know what to do this week, this month, and this quarter.

And you're going to know how to do all of it without writing a single word.

That last sentence is going to set off alarms in your head. I want it to. Because the way most experts have been told to write a book is exactly what has kept them unpublished for ten years. The 500 hours at a keyboard. The 1,000 words a day. The "just sit down and start." That whole script doesn't work for you and it never will, and the reason is structural, not personal. We'll get into that in Chapter 4.

Here is what I want to say up front about how I run my business, because it shapes the whole book.

I'm the founder of Dictate, an AI-powered system that turns expert conversations into published books. My faith and my track record both put honesty above the next sale. So I'm going to tell you something now that most authors of free books like this won't tell you.

This book is about how to talk your book into existence. Dictate is the system we built that automates the method we're about to walk through. But the method itself is universal. You can do all of this manually. You can hire a friend to interview you. You can buy a recorder. You can build the frameworks I teach using a notebook and a spreadsheet. The principles in this book are yours regardless of whether you ever do business with me. I built the book that way intentionally.

If after you finish reading you decide you would rather have someone build all of this for you instead of building it yourself, the door is open. I'll point you to the quiz and the strategy call later, at the moments where they actually make sense. I'll keep the pitch light. When there's a natural next step, I'll tell you. Then we'll get back to the work.

One more thing before you start.

I've been part of a multi-author bestseller before. Wall Street Journal list. USA Today list. Number one in nonfiction on Amazon. I learned what authorship can do for a person's positioning even from the inside of a coordinated launch. That experience is part of what taught me the principles in this book. I'll mention it in passing once or twice. I'm not anchoring on it.

What I'm anchoring on is what I have watched happen for hundreds of experts I have worked with over the past 20 years in direct response marketing. The same expert. The same business. The same expertise. The only variable that changed was whether they had a book.

The ones who got the book finished tended to live different lives. Different rates. Different rooms. Different bank accounts. The gap wasn't subtle.

Now, one last thing, and this is the part that matters most.

This book you're holding wasn't written. It was dictated. Every word you're about to read came out of phone conversations between me and our AI interview system. Those conversations were layered over five years of recorded calls, planning documents, and strategy notes that already existed. The total active time on my part to produce 35,000 words of finished manuscript was about three hours of new dictation on top of five years of source material the system already had. The three hours was the final extraction pass, not the total intellectual investment. That distinction matters. If you're starting from your expertise alone, without years of pre-existing recordings and strategy notes already loaded into the system, expect roughly ten to twelve hours of direct involvement to produce a finished book. That's still a fraction of the 500 hours the traditional path demands.

That's the entire pitch for what we built. The proof is the book in your hands.

Let's go.

# Chapter 1: The Authority Gap

There's a number I want to start with, because it stopped me in my tracks the first time I really sat with it.

By some industry estimates, more than 18,000 business books are published in the United States each year. Of those, the vast majority sell fewer than 250 copies.

Sit with that for a second. Two hundred fifty copies. Less than half a typical conference attendance. Most authors of business books never sell more than the people who would naturally show up to a single keynote they gave.

Now most people read that statistic and think writing a book is a waste of time. They're wrong.

Here is the right conclusion. 18,000 business books were published. Most of them didn't sell. And yet many of the people who published them saw their professional lives change anyway.

Let me show you what I mean.

I have spent 20 years in direct response marketing. I have personally written copy for or worked alongside hundreds of consultants, coaches, attorneys, financial planners, real estate professionals, and senior experts at firms. I have a very specific data set in my head. I can

compare the experts who published books against the experts who didn't. Even books that sold poorly. Even books that weren't particularly good.

The gap isn't subtle. It's not even close.

The published expert tends to raise their fees within twelve months. The non-published expert often holds the same rate for years. The published expert is more likely to get invited to keynote conferences for \$10,000 to \$50,000 a talk. The non-published expert speaks for free at chamber of commerce events. The published expert is referenced in podcast episodes, magazine articles, and competitive bids by name. The non-published expert gets compared on price.

Same expertise. Same years of experience. Same client outcomes.

Different category in the buyer's mind.

That's what I call the Authority Gap. And it's the most expensive gap you can have in a service business, because it's invisible from the inside.

## The Authority Gap: Same Expertise, Different Outcomes

PUBLISHED EXPERT	NON-PUBLISHED EXPERT
 Raises fees within 12 months 	 Same rate for years 
 Keynote speaker: \$10K–\$50K per talk 	 Speaks free at chamber events 
 Quoted in podcasts, press & bids by name 	 Compared on price 
 Inbound leads from Amazon & media 	 Relies on referrals & cold outreach 
 Authority compounds with each rung 	 Expertise invisible to new buyers 

**Same Expertise. Same Experience. Same Client Outcomes.**

The Authority Gap: Same Expertise, Different Outcomes

## Expertise Is Not Authority

Most experts assume those two words mean the same thing. They don't.

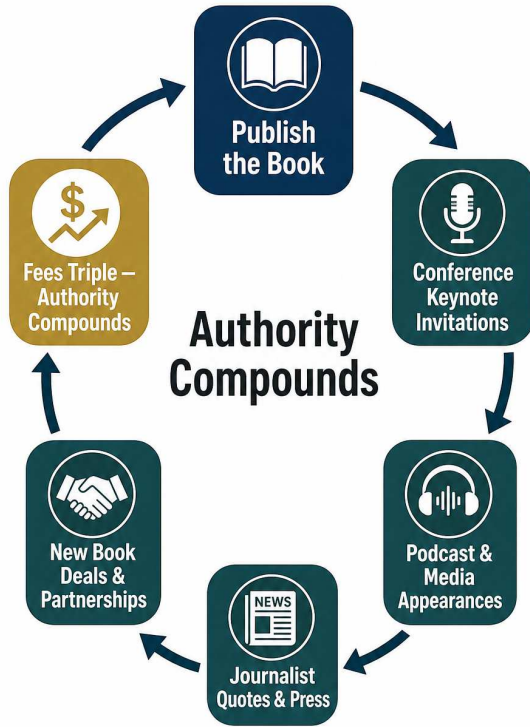
Expertise is what you know. Authority is what other people know about you.

You can have a tremendous amount of one without much of the other. I have met financial planners who are objectively better than the famous ones on television. I have met attorneys who are sharper than the ones with book deals. I have met coaches who get better client results than the ones with thousand-person email lists. None of those people make the kind of money the famous ones make. The reason isn't skill. The reason is authority.

The unfair part of the system is that authority compounds. The financial planner with a book gets invited to the conference, where she gets the podcast invitations, where she meets the journalist who quotes her, where the next book deal comes from, where the fees triple. Each rung lifts the next one. The financial planner without a book stays inside her client list, working hard, charging the same rate she charged five years ago, watching the famous one collect what should have been hers.

I'm not telling you this to be cynical. I'm telling you so you stop pretending that great work alone produces great results. It doesn't. Great work plus communicated authority produces great results. The book is the strongest single instrument for converting expertise into communicated authority that exists in the modern professional services market.

## The Authority Flywheel: How a Book Sets Compounding in Motion



The Authority Flywheel: How a Book Sets Compounding in Motion

That’s a sentence worth reading twice.

## The 90-Second Trust Shortcut

Now here is something most people get wrong about books. They assume the value of a book comes from people reading it.

It doesn’t.

Most prospects who decide to hire you because of your book never finished it. Most never read past the introduction. A surprising number never even bought a copy. They saw it on Amazon. They glanced at the cover. They scanned the table of contents. They read three reviews. They decided this person is the real authority in the category. The whole evaluation took about 90 seconds.

That's the function of a book. The book is a credentialing device. It works the same way a degree from a top law school works, or a medical license, or a CFA designation. The reader uses the existence of the credential as a shortcut for trust. They're saying, in effect, "the gatekeepers of this category have validated this person, so I don't have to."

Here is the funny part. Nobody is actually a gatekeeper for self-published business books. There are no gatekeepers. Anybody can publish a book. The reader knows this on some level. And yet the trust signal still works. The book doesn't have to be brilliant to do its job. It just has to exist, look professional, and signal that you have organized your thinking enough to put it on paper.

Once that signal is set, five things start to happen in your business. We'll cover those five things in detail in the next chapter. For now, just understand the basic shape of what a book does.

A book changes how you're perceived before the conversation even begins. That's what you're buying. That's what you've been missing.

## The Five-Year Math

I want to walk you through some numbers now, because most experts have never done this calculation, and once they do it, the conversation about whether to write a book ends very quickly.

Let us say you're a consultant who currently charges \$400 an hour. Conservative for a senior expert. You bill 1,000 hours a year. Your annual revenue from your own time is \$400,000.

You've been thinking about writing a book for five years.

Now run a different scenario. In an alternate version of the past five years, you wrote the book three years ago. You raised your rates from \$400 to \$600 an hour 18 months after publication. Conservative again. Many of the published experts I have observed raise more aggressively than that, but I want this math to feel reasonable, not aspirational.

In that alternate version, you have collected an extra \$200 an hour for 1,500 of those billable hours over the past three years. That's \$300,000 in foregone rate increases.

But that's just the rate. Now add in the speaking engagements you would have been invited to. Conservatively, four keynotes a year at \$15,000 each starting from year two. That's \$120,000 over three years.

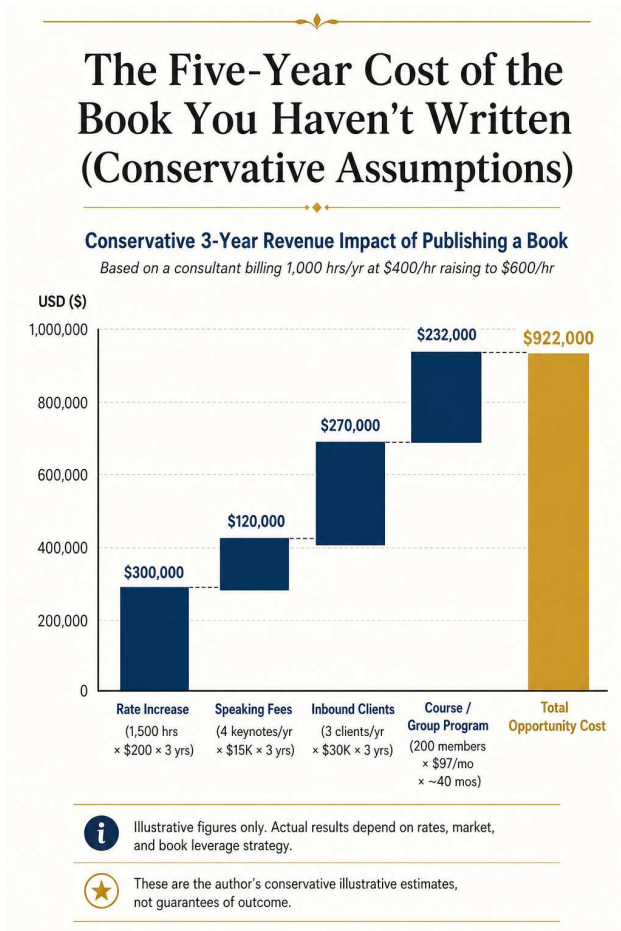
Add in the inbound leads who would have found your book on Amazon, signed up for your email list, and converted to clients. Conservatively, three new clients a year at \$30,000 each. That's \$270,000 over three years.

Add in the course or group program you could have built on the book's framework. Conservatively, a low-end version at \$97 a month, 200 members at peak. That's \$232,000 over three years.

Add in the media mentions and the referral compounding you can't quantify but still benefit from.

The conservative five-year cost of the book you haven't written could be somewhere north of a million dollars, based on these assumptions.

I know that number sounds dramatic. These are illustrative figures, not a promise. Every practice is different, and your numbers will depend on your rates, your market, and how aggressively you leverage the book once it exists. But the math is worth sitting with.



### The Five-Year Cost of the Book You Haven't Written (Conservative Assumptions)

You can do this calculation on yourself with your own rates and your own annual hours. I would encourage you to actually do it before you read another chapter of this book. Pull out a notepad. Write down your current hourly rate. Write down your billable hours. Multiply the rate increase you would expect by your billable hours, by the years since you started thinking about this. Add the speaking, the inbound, the courses, the rest.

Take that number. Sit with it.

That's the cost of the book you haven't written.

That's the Authority Gap, in dollars, applied to your own life.

## **Why This Is Invisible From the Inside**

Here is the part that should make you a little angry. The Authority Gap isn't just expensive. It's also nearly invisible to the person living inside it.

Why? Because of how human beings perceive opportunity cost. We see the money we spent. We don't see the money we didn't earn.

You can run a perfectly profitable business for ten years without ever publishing a book. You'll close deals, bill hours, serve clients, make payroll, pay your taxes. By every measure visible to you, things are going fine. The money you would have made if you had published the book never appears in your bank account, so it never registers as a loss.

You have to deliberately do the math to see what's happening. Most experts never do.

This is part of the reason that almost no expert in our category ends up writing a book without an external trigger. The trigger is usually one of three things. They had a competitor publish first and watched the

competitor's career take off. They hit a revenue ceiling that didn't respond to working harder. Or someone told them clearly enough that the unpublished book was costing them seven figures, that they finally believed it.

You're reading this book. That makes me the third trigger. So here is the trigger, plainly:

The book you've been meaning to write for the past five years may have cost you somewhere between \$500,000 and \$5 million in unrealized opportunity, depending on your rates and your market. You'll not get those years back. The next five are still available.

## **Who This Book Is For**

I want to be specific about who I wrote this book for, because the principles I'm about to teach aren't universal.

This book is for the senior expert who's already excellent at what they do, already has revenue, already has clients, and is now trying to convert their expertise into authority that compounds. If you're a consultant, a coach, an attorney, a financial planner, a real estate professional, a fractional executive, a senior subject matter expert at a firm... this book is for you.

It's for the person who has been telling himself "next quarter" for at least three years and knows that statement has become a lie.

It's for the person earning \$250,000 to \$2 million a year who hasn't yet figured out how to break through to the next plateau.

It's for the person who recognizes that something is structurally limiting their growth, and is willing to consider that the something is the book they haven't written.

## **Who This Book Is Not For**

Now let me tell you who this book isn't for, so neither of us wastes the other's time.

This book isn't for fiction writers. If you want to publish a novel, almost nothing in here will help you. Different category, different methodology, different industry.

This book isn't for people who want to write a memoir for the love of writing. There's nothing wrong with that. It's just not what we're doing here. This is a book about authority for a service business. The book is an instrument, not the destination.

This book isn't for someone who's at the start of their career. If you've been at your craft for less than five years, you don't have a book yet. You have a blog, maybe. Build the work first. Come back when you have ten years of pattern recognition to extract.

This book isn't for someone who wants a \$500 AI tool that produces a generic book in 15 minutes. We're

talking about a real book that establishes a real career-shifting credential. That requires a real process. The process I'm about to teach you is faster and more efficient than anything that came before it. It's not free, even when you do it yourself, because your time isn't free.

If you read those four "not for you" categories and recognized yourself in any of them, this is the right place to set the book down. No hard feelings. The next book on your shelf is probably better for what you actually need.

If you read those four categories and you're still here, we have work to do.

## **What Comes Next**

In the next chapter, I'm going to walk you through the five revenue mechanisms that activate when an expert publishes a book. Most of you have a vague sense of one or two of them. Almost none of you have a clear sense of all five. By the end of that chapter, you'll know which two matter most for your specific business, and the rest of the book will be calibrated to those.

Then in Chapter 3, we're going to talk honestly about why you haven't done this yet. I'm going to name the five most common problems I see in busy experts. You're going to recognize yourself in at least two of them. They're not your fault. They're structural. And every one of them is solvable.

In Part Two, we're going to look at why every existing path to a book is broken for you specifically. I'll be fair to each option. I'll also be honest about why none of them works for the busy professional reading this book.

Then in Part Three, I'm going to give you the method. The actual playbook. The frameworks, the questions, the structure. You'll be able to take what you learn in those chapters and execute it manually if you want to. The book teaches the method. Dictate is the system we built to automate the method. Either path works.

In Part Four, I'll walk you through publishing and the first 90 days after launch. Real action steps, not vision.

That's the whole book. About 33,000 more words. Roughly the time of two long flights.

Let us start by understanding what's actually at stake when you publish.

# Ready to blueprint your own book?

You just read the foreword, preface, and Chapter 1 of Talk Your Book Into Existence.

If this sparked the book already sitting in your head, get a personalized Book Blueprint built from your own ideas and voice.

**Get your Blueprint at [startdictate.com/book](https://startdictate.com/book)**

\$27 today. 30-day guarantee. Your book architecture in your hands.