



Michael Giannulis

Talk Your Book Into Existence — Podcast Guest Media Kit



About

Michael Giannulis has spent over 20 years in direct response marketing, producing copy and building systems for hundreds of clients across financial services, real estate, coaching, and professional consulting. Combined revenue attributed to those campaigns exceeds \$25 million. He is the founder of Dictate (AI-powered interview-to-book platform), Appendment (AI sales intelligence), and RunFrame. He is currently a PhD candidate in Bible Exposition at Liberty University.

Talks About

- Direct response copywriting and marketing
- AI-powered content extraction and book production
- Voice capture and Voice DNA profiling
- Authority building for service professionals
- Marketing funnel design and optimization
- Book publishing strategy (self-publishing, KDP, wide distribution)

Past Appearances

- 25+ podcast appearances (author-reported)
- Entrepreneurs on Fire — with John Lee Dumas
- Consulting.com Podcast — with Sam Ovens

Credentials

- Voice DNA (6-component voice fingerprint system)
- 7 Pillars Discovery Framework
- Content Scorecard (6-category content tracking)
- Continuity Ledger (cross-chapter consistency)
- Three-Layer Question System
- 6 Book Type Taxonomy

Audience

Instagram	@mikegiannulis	1,680 followers (author-reported)
Facebook	@mikegiannulis	2,900 followers (author-reported)
X	@mikegiannulis	3,730 followers (author-reported)
LinkedIn	@michaelgiannulis	980 followers (author-reported)
Combined		9,290 followers (author-reported)

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