

JACQUELINE MOORE
& STEVEN SONSINO

YOU SHOULD WRITE A BOOK

How to Build Trust and Authority, Win New Business and Change the World



"I wish I had a resource like this when I first started out!"

David Meerman Scott, Bestselling Author of
Fanocracy and **The New Rules of Marketing & PR**

PRAISE FOR LEADERSHIP UNPLUGGED (2003)
BY JACQUELINE MOORE AND STEVEN SONSINO

‘Learned yet practical’

Harvard Business Publishing

‘In *Leadership Unplugged*, Jacqueline Moore and Steven Sonsino have bottled the spirit of innovation and defined an innovative way of leading that is breathtakingly simple.’

Kay Grenz, Vice President for Human Resources, 3M, St Paul

‘What is particularly refreshing about *Leadership Unplugged* is its detailed exploration of the language of leadership in extremely complex and turbulent times through the eyes of a new writing team. They are a husband and wife who were originally involved in training journalists before moving into the field of management and leadership development. Jacqueline is a *Financial Times* journalist and Steven is a researcher and tutor at the London Business School. It is a winning combination.’

Jay Conger, Professor, London Business School, UK

‘In *Leadership Unplugged*, Moore and Sonsino show us that leadership is theatre and that effective leaders are scriptwriters and editors, theatre stars, producers and directors who change discourse and model the discourse they want repeated and realized in the daily actions of others.’

**David Boje, Professor of Management,
New Mexico State University**

PRAISE FOR THE SEVEN FAILINGS OF REALLY USELESS LEADERS (2007)
BY JACQUELINE MOORE AND STEVEN SONSINO

‘Trying to emulate Gandhi or Jack Welch (or whichever other inspirational leader is your hero) is a waste of time. Up and coming leaders would be better off correcting their own flaws rather than imitating the greatness of others, says Steven Sonsino, a London Business School academic.’

The Times

‘What? Only seven?’

The Guardian

ALSO BY JACQUELINE MOORE AND STEVEN SONSINO

The State of the Art Report on Personal Computing (1984)

Packaging Design (1990)

The Bluffers Guide to Birdwatching (1991)

Leadership Unplugged (2003)

The Seven Failings of Really Useless Leaders (2007)

The CEO's Journey (2012)

Leadership FM (2013)

Reinventing the Future (2015)

Legacy Journal (2025)

Bookstorming (forthcoming)

The Influential Author (forthcoming)

**YOU
SHOULD
WRITE
A BOOK**

Copyright © 2025 Jacqueline Moore and Steven Sonsino

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, without the prior written permission of the publisher and the authors, except in accordance with the provisions of the Copyright, Designs and Patents Act 1988.

Any person who undertakes any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

The rights of Jacqueline Moore and Steven Sonsino to be identified as the authors of this work have been asserted by them in accordance with the Copyright, Designs and Patents Act 1988.

This second Edition published 2025
by PCL Publishing,
100 Church Street, Brighton, BN1 1UJ

Printed and bound on demand by Bookvault

Hardback ISBN 9781905587414
Paperback ISBN 9781905587438

GET FREE WRITING AND PUBLISHING RESOURCES

There are free checklists and a software app
to help you write and publish your book at
publishingchannel.com

Jacqueline Moore and Steven Sonsino have
also set aside time to guide readers through
the publishing maze.

Book your free strategy session at
publishingchannel.com.

YOU SHOULD WRITE A BOOK

HOW TO BUILD TRUST AND AUTHORITY,
WIN NEW BUSINESS
AND CHANGE THE WORLD

A Manifesto for Thought Leaders, Owners,
Entrepreneurs, Coaches and Consultants

**JACQUELINE MOORE
AND STEVEN SONSINO**



PCL PUBLISHING
LONDON

'If you want to be at the cutting edge, if you want to stay at the cutting edge, you need to reinvent yourself.'

Marshall Goldsmith

Interview with authors

DEDICATION

For the authors to come – the thought leaders, entrepreneurs, experts, coaches, consultants and speakers with a story to tell.

And for the authors and publishers who made this possible:

Stephen Berry, who found Cambridge University Press
Karen Dillon, helping us measure our lives
Marshall Goldsmith, who showed us what reinvention means
Lynda Gratton, queen of thought leaders
Verne Harnish, still scaling up
Peter Lorange, Dean of Deans
Rob Moore, Disrupter-in-Chief
Dom Moorhouse, the entrepreneurs' entrepreneur
Penny Power OBE, memoirist that matters
Steve Piersanti, the editors' editor
Daniel Priestley, still giving it all away
Todd Sattersten, *ad astra*, a bard for our times
Alok K Sinha, for add, amend, delete
Tommy Weir, who showed us the map

And, of course, to **David Meerman Scott**, in search of new voices

CONTENTS

FOREWORD	
DAVID MEERMAN SCOTT	XI
INTRODUCTION	
SHOULD YOU WRITE A BOOK?	1
 PART I: THE BUSINESS CASE	
HOW TO DEVELOP YOUR REPUTATION WITH A BOOK	
1: THOUGHT LEADERSHIP	15
CASE STUDY: LYNDA GRATTON, PROFESSOR, LONDON BUSINESS SCHOOL	
HOW TO ATTRACT NEW CLIENTS WITH A BOOK	
2: ATTRACTION STRATEGY	29
CASE STUDY: VERNE HARNISH, FOUNDER, ENTREPRENEURS ORGANIZATION	
HOW TO LAUNCH A BUSINESS WITH YOUR BOOK	
3: BUSINESS BUILDING	37
CASE STUDY: STEPHEN BERRY, FORMER CFO	
 PART II: THE MARKETING CASE	
HOW TO BUILD A MARKETING STRATEGY ROUND YOUR BOOK	
4: SILENT SALES TEAM	57
CASE STUDY: DANIEL PRIESTLEY, FOUNDER, DENT GLOBAL	
HOW TO POSITION YOUR PRODUCTS AND SERVICES	
5: MANIFESTO	79
CASE STUDY: TOMMY WEIR, SCIENTIST-IN-RESIDENCE, MIT	
HOW TO DEMONSTRATE YOUR EXPERTISE	
6: SHOWCASE	91
CASE STUDY: MARSHALL GOLDSMITH, CEO COACH	
HOW TO DEVELOP NEW INCOME STREAMS	
7: EXTEND YOUR BRAND	107
CASE STUDY: ROB MOORE, THE DISRUPTIVE ENTREPRENEUR	

PART III: SERVING YOUR COMMUNITY

HOW TO CHANGE DIRECTION

8: PIVOT 129

CASE STUDY: DOM MOORHOUSE, FOUNDER, METHOD GRID

HOW TO SERVE A NEW COMMUNITY

9: SPRINGBOARD 141

CASE STUDY: ALOK K SINHA, FORMER MD CAPITA SERVICES INDIA

HOW TO SERVE YOUR COMMUNITY

10: A MEMOIR THAT MATTERS 153

CASE STUDY: PENNY POWER OBE, SERIAL ENTREPRENEUR

PART IV: THE CASE FOR QUALITY

HOW TO CRYSTALLISE YOUR THOUGHTS

11: WRITE TO THINK 169

CASE STUDY: PETER LORANGE, FORMER DEAN, IMD BUSINESS SCHOOL

HOW TO ENGAGE AND INSPIRE YOUR READERS

12: STORYTELLING 183

CASE STUDY: KAREN DILLON, FORMER EDITOR, HARVARD BUSINESS REVIEW

HOW TO INNOVATE AS AUTHOR AND PUBLISHER

13: EVERY BOOK A STARTUP 201

CASE STUDY: TODD SATTERSTEN, FORMER PRESIDENT 800-CEO-READ

HOW TO TAKE RESPONSIBILITY FOR YOUR MESSAGE

14: CHANGE THE WORLD 225

CASE STUDY: STEVE PIERSANTI, FOUNDER, BERRETT-KOEHLER PUBLISHERS

CONCLUSION

YOU SHOULD WRITE A BOOK 241

CODA

AND NOW THE WORK IS DONE 249

APPENDICES

HOW WE WROTE, RESEARCHED AND PUBLISHED THIS BOOK 253

BIBLIOGRAPHY 257

NOTES 263

ON THE WEB 265

RECOMMENDED RESOURCES 267

INDEX 271

ABOUT THE AUTHORS 278

David Meerman Scott

Bestselling author, **Fanocracy**
and **The New Rules of Marketing & PR**

I WAS FIRED. SACKED. My ideas were a little too radical for my new bosses. So I started writing books, speaking at events and advising emerging companies. That was in 2002 and since then my now 12 books have sold over a million copies in 29 languages.

To say that writing books changed my life would be an understatement. Writing books also allowed me to exit the corporate world and live a life of passion. It's allowed me to serve tens of thousands of people, helping them to grow their businesses and be more successful personally. And, yes, I'm making way more money than I did working for companies because of my books.

Writing books also brought me closer to my family because we consider books to be the 'family business'. My wife Yukari Watanabe Scott has written eight books in the Japanese language and she is the top expert on English language books in Japan.

And our 27-year-old daughter Reiko is writing, too! I co-wrote my newest *Wall Street Journal* bestseller *Fanocracy: Turning Fans into Customers and Customers into Fans* with her. The book was released in 2020 by Portfolio/Penguin Random House and it's about fandom culture and how any business can grow by cultivating fans. Now Reiko is finishing up her own book, too.

Now, because of my experience seeing my wife Yukari and daughter Reiko become writers, I see not only how important writing books is for me, but for others as well. I was thinking that there might be

many other people who have something to say, who see patterns in the universe that others don't see, who are eager to get their ideas out into the world in book form.

When business school professor Steven Sonsino told me during our recent podcast interview for the Authors Channel that he was trying to encourage more new voices – new executives, new writers, people with new ways of seeing the world – to write books, I was intrigued. I wanted to learn more, so he sent me an early copy of *You Should Write a Book*, written with his wife and business partner Jacqueline Moore, a former columnist at the London *Financial Times*.

In this short read, Jacqueline and Steven have synthesised some incredible advice they've learned over the years and combined that with insights from successful thought leaders. I wish I had a resource like this when I first started out in writing! I would have started writing books sooner than I did and struggled less when I did get going.

There's nothing like a well written book to brand you as somebody who has important ideas. More than that, writing a book can change your life. It's certainly changed mine.

What are you waiting for?

David Meerman Scott

@dmiscott

www.davidmeermanscott.com

SHOULD YOU WRITE A BOOK?

IN SEARCH OF AUTHORITY IN THE ATTENTION AGE

SHOULD YOU WRITE A BOOK? To be fair, you've been thinking about this off and on for some time. It's on your bucket list. You've got something to say, after all. A message to pass on, a lifetime of experience to share. Family, friends, clients have even been telling you 'you should write a book'.

So in *You Should Write a Book* we share insights and practical strategies we've learned over 30 years, together with insights from 14 of the world's bestselling authors and publishers. In short, this book helps you to write and publish a great book in one of three broad areas – business, self-help or personal development – and gives you insights and strategies for how to share it with the world.

Let's back up for a moment, though. Why should you even write a book? For the satisfaction? Well, yes, it is satisfying to hold your book in your hand, you feel a huge sense of achievement.

But are there any even more compelling reasons?

Well, let's put the reason why you might want to write a book to one side for a moment. It may prove an irrelevant question.

Because if you want to win the hearts and minds of your community with a message that matters, you're going to have to evolve as a communicator, no question. This is true whether you're a business owner, an entrepreneur, a philanthropist, a consultant, a coach, a speaker or anyone with a message that matters. You will have to change the way you reach out to your community, your customers and clients. Or you risk becoming irrelevant, invisible and perhaps even insolvent.

Why? The answer is simple. Because we're living in the Attention Age. And in the scramble for the scarce and decreasing attention of your community, standard marketing practice and business-as-usual outreach processes just won't garner the same kind of visibility they once did. Let's take one small but important example.

One of the big things entrepreneurs and executives need to do (the biggest?) is win new clients. We typically do that by reaching out – on the telephone or face-to-face, through press coverage or writing articles, by social media or by advertising. That's a huge number of interruptions for any potential client.

Seth Godin – the godfather of permission marketing – had this to say about interruption marketing in *Fast Company* more than 20 years ago:

'Marketing is a contest for people's attention. Thirty years ago, people gave you their attention if you simply asked for it. You'd interrupt their TV program, and they'd listen to what you had to say... That's not true anymore... There's too much going on in our lives for us to enjoy being interrupted... So our natural response is to ignore the interruptions.'¹

Godin is clear: no one is paying attention to your business, your ideas or you.

It's not just marketing that's a challenge. Anyone who's trying to share a message is struggling against a tsunami of alerts, notifications, chat – in your pocket, in your purse, in your hand.

THE FLOOD WON'T LET UP

And if your gut tells you the flood won't let up for the rest of the 2020s, you're probably right. Pay attention to data nerd Mary Meeker, who has evolved into one of the world's most listened-to economists with her annual report on internet trends.²

'If it feels like we're all drinking from a data firehose,' she told the audience in Scottsdale, Arizona, at the Recode Conference, 'it's because

we are.’ The last two years alone? Mindbending. (Seriously.) Check out the full report, it repays careful study. Meeker’s inevitable conclusion: even if you have a message that matters, you are going to be seriously struggling for attention in the coming decade.

How do you solve this conundrum? How do you win attention when attention is what no one has? Even if you have a message that matters?

WINNING HEARTS AND MINDS IN THE ATTENTION ECONOMY

Scroll back almost 25 years. Two researchers at Andersen Consulting, Thomas Davenport and John Beck, write a pragmatic Harvard Business Press book, *The Attention Economy*³. Of course, the book’s examples are prehistoric. (Lycos anyone? Alta Vista?) But Davenport and Beck really have something here. And they offer two opposing strategies for managers and leaders who want to grab the attention of their communities: engage or ignore.

First, what does engage mean?

‘To engage wholeheartedly in the use of attention-getting technology [is] a state-of-the-art, sheets to the wind, no holds barred effort to manipulate electrons in the service of attention management,’ say Davenport and Beck.

And what does engage look like in the decade ahead? Well, if you want to scramble for the attention of your community, you’re going to be forced to create killer new strategies, like intent-based branding from internet entrepreneur Frank Kern⁴ (livestreaming on multiple platforms simultaneously). Or the content marketing model from Vaynermedia’s Gary Vaynerchuk⁵ (breaking an hour’s keynote into 30+ soundbites, videos and Instagram memes).

The challenge, therefore, if you want to engage with the Attention Economy, is to embrace ALL the attention-grabbing technologies simultaneously.

Next, you’ve got to GET to the leading edge and STAY there. You’ve got to become an expert and thought leader in online communication

technology AS WELL AS your own discipline. (Or hire a team to do it for you.) And, by the way, the thing with this strategy, if you're successful, is that the rest of the world's marketers will copy you in a heartbeat.

ENGAGE OR IGNORE?

Should you ignore the trend then? Put a sandwich board on and stand in front of the offices or homes of your community? Probably not. But there is something to be said, Davenport and Beck suggest, for ignoring the masses and going the opposite way.

In other words, when everybody zigs, you zag

Have you ever read the book *Zag*? If you haven't, you should. It's short, punchy and extremely thought-provoking. In fact, *Zag*⁶ is one of the 100 Best Business Books of All Time, according to Todd Sattersten, former President of 800-CEO-READ. (More from him later.)

Zag's author is Marty Neumeier and Steven interviewed him for one of our ebooks because he's brilliant at making complex ideas sing. For instance, the act of standing out from the competition isn't front-page news, says Neumeier. What IS front-page news – in a world with Attention Deficit Disorder – is that you need more than just differentiation. You need RADICAL differentiation.

"The new rule?", he tells us: "When everybody zigs, zag." We love that. Because it tells you that in your business or profession you have only two strategic choices:

- 1. Copy what everyone else is doing.** (Faster, better, or cheaper.)
- 2. Or do something radically different.** (Something truly distinctive, outstanding. Something with exponential, not marginal results.)

So if your competitors are all pumping out shallow internet memes in an attempt to go viral, zagging means you should answer your best clients' biggest problem in a rich, deeply thought-out way. In other words, you should write a book.

ONE MORE TIME: WHY WRITE A BOOK?

Okay, you might be thinking, maybe you can see the big-picture reasons for writing a book. But what specific reasons are there why you personally should write a book?

Well, it depends what you want to achieve and you need to think carefully about that before you sit down to write. So let's take a look at the work of 14 exemplars – men and women who've written astonishing and successful books – so you can in turn apply the lessons that seem relevant in your book.

What we've found in deconstructing the approach of these exemplars is that broadly speaking there are three cases to be made for writing a book:

- the **BUSINESS CASE**,
- the **MARKETING CASE**
- and the case for **SERVING YOUR COMMUNITY**.

There's also a fourth case to be made: the **CASE FOR QUALITY**. If you're going to write a book you'd better be sure it's a great book. And we'll explore what that means later.

THE BUSINESS CASE FOR WRITING A BOOK

In essence, there are three key commercial reasons you should write a book. First, your books can articulate how you think and how you see the world, demonstrating how far apart you are from others in your sector or profession.

So in Chapter 1 you'll learn how **Professor Lynda Gratton** at London Business School uses books to chart her interests in people strategy and to act as regular updates on her research activities.

When potential clients are researching the subject of people strategy, they soon discover her work. Inevitably they call on her for advice and support.

‘I’m a professor at the London Business School,’ Gratton says. ‘So part of my role is to be a thought leader. And for me thought leadership is writing books.’

Secondly, you can use your book to help clients to find you and then to win them over. Like **Verne Harnish**, founder of the Entrepreneurs Organization and *Gazelles*, in Chapter 2. With *Mastering the Rockefeller Habits* and his latest book *Scaling Up* he creates a syllabus of valuable strategies and tactics that readers discover for themselves. Then, when the clients want more help to implement the strategies, who to call is obvious.

Thirdly, a book can not only share a syllabus or your thought processes, it can explicitly set out services and products that you provide. In Chapter 3 you’ll discover how former CFO **Stephen Berry** uses his book, *Strategies of the Serengeti*, to highlight and promote services such as workshops and products. And he uses the book’s memorable theme to attract meeting organisers looking for motivational speakers. He even sells prints of the illustrations in his book.

THE MARKETING CASE FOR WRITING A BOOK

Beyond the fundamental business case for writing a book, there are four key marketing reasons you should write a book.

In Chapter 4 you’ll learn how to use a book, or a sequence of books, as a silent sales team for your business, in the same way **Daniel Priestley** has built Dent Global into a global training company for entrepreneurs in just 10 years.

‘Give away a thousand copies each year and watch your life change,’ says Priestley. He’s serious.

Your book can also help you to position products and services for different markets. In Chapter 5 you’ll find out how **Dr Tommy Weir**, Scientist-in-Residence at MIT, has used his books to spearhead a speaking campaign, to launch training workshops in large corporations and now he’s using a book to launch a software company, moving

his family halfway round the world to take advantage of the opportunities he now has.

Beyond the idea of using books to demonstrate your high-level thought leadership, your book can also demonstrate or showcase precise steps or a unique system that you've created. In Chapter 6 you'll learn how **Marshall Goldsmith** with co-author Mark Reiter has cemented his reputation as a coach to CEOs using a sequence of million-selling books.

Books can also help you to extend your brand, says property magnate **Rob Moore**, founder of the Disruptive Entrepreneur podcast. Chapter 7 shows you how each book he writes launches and focuses on a different income stream for his business empire.

THE COMMUNITY CASE FOR WRITING A BOOK

Not everyone has such a direct commercial focus for writing a book. Many writers simply want to serve their community as best they can. And there are three main reasons your community benefits when you write a book.

First, your book can paint a picture of what you wish you'd known when you first started in the profession or industry. In Chapter 8 you'll learn how former marine **Dom Moorhouse** built and sold Moorhouse Consulting, his consulting practice, to British Telecom in just five years. And then how he wrote a book for other entrepreneurs to share how he did it.

If you're looking to build a reputation as a speaker then in Chapter 9 you'll discover from **Alok Sinha**, formerly Managing Director of Capita India, why and how he wrote a book to share his insights on strategy and innovation. This paved the way for a transition from serving one organisation as a corporate executive to serving many organisations as a thought leader on the global stage.

And your book can also serve your community by sharing your personal experience addressed directly to your audience. In Chapter 10

you'll discover how, after writing very down-to-earth business guides, **Penny Power OBE** switched to writing a personal memoir, to share the lessons of a business lifetime and to help other entrepreneurs manage the trials that she's faced.

HOW YOU CAN WRITE A GREAT BOOK

Once you begin to see the many reasons for writing a book, your mind will inevitably turn to how to write and publish your book. And while the minutiae of the task lie outside this title, we want to make a case for writing and publishing not just a good, high quality book, but a case for writing and publishing a great book.

First, in Chapter 11 you'll discover how the act of writing can help you to clarify your own thinking, says **Professor Peter Lorange**, former Dean of IMD Business School in Switzerland. It also helps if you digest and reflect on the data you want to share with your audience, not just present it baldly.

Furthermore, a great book can engage and inspire your community, says **Karen Dillon**, former Editor of *Harvard Business Review* and now a multiple bestselling author. In Chapter 12 she describes the key: storytelling.

New technology and new platforms also make it possible to publish great books and in many different ways, says **Todd Sattersten**, former President of 800-CEO-READ. In some respects, he says in Chapter 13, it helps to remember that every book is a startup.

Finally, by taking greater control of the entire publishing process you can ensure your great book gets a great reception from your community. In Chapter 14, **Steve Piersanti**, founder of Berrett-Koehler Publishers, probably the world's best book editor, shares with us the awful truths facing every author who wants to craft great book.

When you begin to consider writing your book, you've got to relentlessly ask yourself what is it for? Why are you writing? In other words, is your book an end in itself, or is it a means to an end?

If your book has a clear purpose, it's a means to an end. And it becomes a domino in a chain reaction. What this means is that if you write a great book it will grow your profile, your practice or your business... one reader at a time.

Most other 'communication' in this Attention Age is fundamentally flawed. In fact, it isn't really communication at all. It's a broadcast. A one-way sales message shoved down the throat of your community. This is one-sided and transactional at best. At worst, you may never build a true relationship with your community.

BOOKS EARN ATTENTION AND TRUST

Influence, on the other hand, is based more on a long-term dialogue. You earn the attention and then the trust of your reader. Then they (may) form a new opinion, depending on how your book shapes their worldview. And because that influence has been earned with a book, over hours and days – versus just a few minutes with a blog post or article – your book's influence can have a very long half-life. You will create engaged readers who become ambassadors for your cause.

On this final point, we believe that creating ambassadors is an automatic and earned response. When we delight the people we serve. When we turn our readers into fans. And our fans into what Kevin Kelly, founder of *Wired* magazine, memorably calls True Fans⁷.

So if you want to make a difference and an impact for people, if you want to attract people towards you, instead of constantly pushing or selling to your community, and if you want to raise the profile of your business (and yourself), in your region or profession, there's only one thing to do to get discovered. You should write a book.

In Chapter 1 you'll see why Professor Lynda Gratton at London Business School says writing a book is a no-brainer. ■

THE STORY SO FAR

1. Marketing your practice or business with ads and social media (interruptions) used to work well. Now? Not so much. Existing and potential clients will ignore you.
2. People's attention is scarce. But they will raise their hands if they need help. So writing a book is a great attraction strategy.
3. The fastest way to help someone is by writing and publishing a book.
4. There is a 180-degree difference between selling your services and influencing people to take action.
5. Your book is a domino – the first step in a natural chain reaction to winning attention and creating authority.

QUESTIONBANK

Take time out now to answer these questions.

- 1) Why do you want to write a book? A sense of achievement, fulfilment, bucket list? Or is there something more? If so, what?
- 2) Are you finding sales are taking you longer than ever to land? Why?
- 3) How much do you feel the process of connecting with your community needs to be accelerated?
- 4) Have you got smarter, quicker competitors? How do you counter that in the marketplace?
- 5) Are you happy with the level of credibility you have in your sector or industry? How much are you a trusted adviser?
- 6) What are you known for in your region or community? And what do you want to be known for?

Pages 11-266 are missing from this preview

APPENDIX 5

RECOMMENDED RESOURCES

AUTHORS PROGRAM

If you'd like our help to write your book, the Authors Program is a structured methodology that will help you create a great book and put it in your hands within 12 months. Here's how it works in three steps.

Step 1: You join us online for an in-depth workshop over two days
You work with us intensively to put your book plan together.

Step 2: You write your book
You research and write your book using the exact same book plan and writing schedule we created together in the online workshop.
We keep you accountable with weekly check-in calls.

Step 3: We publish your book
When you've finished the manuscript, hand it over to us and we do all the detailed production work – the editing, the typesetting, the publishing and the distribution – so you don't have to.

Schedule your free Book Idea Audit: **authorsprogram.com**

FEEDBACK ON THE AUTHORS PROGRAM

"What I expected was to leave the first workshop being more overwhelmed and more daunted by the task ahead. But I feel really excited and way more committed to my book. It's just a different feeling in my body. Your process has spat me out at the end saying 'Bring it on!' You've eradicated doubt. And it's a really good feeling!"

MARK HANSON, CEO, INUOUS, AND AUTHOR
LOST IN TRANSFORMATION (2025)

"Working on this program has made the vision of my book more concrete. Those elements you facilitated were really critical in terms of turning my vision into a reality. Now I feel really more confident. You guys have a great process."

MAITRI O'BRIEN, DIRECTOR, AS EQUITY PARTNERS, AND AUTHOR
THE NEW LEADERS OF CHANGE (2022)

UNLOCK THE ULTIMATE TRUST-BUILDING TOOL

A GHOSTWRITTEN BOOK IN JUST 12 HOURS OF YOUR TIME

Transform your expertise into a high-impact book without sacrificing your time or reputation. Crafted by a former professor and an ex-*Financial Times* columnist, our ghostwriting service guarantees unmatched quality, efficiency, and ROI.

- 1) Position yourself as the unshakeable go-to authority in your field
- 2) Set yourself apart and command trust in competitive high-stakes markets
- 3) Turn your book into real revenue: reduce churn, win clients and partnerships

Discover more: **publishingprogramme.com**

AUTHORS CHANNEL PODCAST

Subscribe to the Authors Channel podcast and get instant access to all our interviews with bestselling authors and publishers.

Subscribe here: **authorschannel.com**

“Aspiring book authors, I highly recommend the Authors Channel podcast!”

Karen Dillon, former Editor, Harvard Business Review

INDEX

- 1,000 True Fans*, 9
 10 Awful Truths, 231
10 Tips for Leading in the Middle East, 80-82
100 Best Business Books of All Time, The 202
100-Year Life, The, 15, 19-22, 24-25
24 Assets, 67-68, 70-71
 360-degree feedback, 94
 3M, i
4-Hour Work Week, The, 30, 133
 800-CEO-READ, x, 4, 8, 202
- A**
- Abe, Shinzo, 15
 accidental entrepreneur, 154
 accountability, xi, 159-160, 165, 227, 267-268
Achieving Successful Business Outcomes, 141, 150
 acknowledgements, 51
Adaptation and Flexibility in the Family Firm, 173
 agent, 25, 101, 135, 243
 AI, 82-86, 88, 254
 alliteration, 46
 Amazon, 33, 87, 103, 161, 268-269
 Ambani, Mukesh, 142
Amber Room, The, 46
American Lawyer, The, 183
 Andersen Consulting, 3
 anecdote, 113, 157
 Apple Podcasts, 254
 Aristotle, 145
 artificial intelligence, see AI
 attention age, 1, 9
Attention Economy, The, 3
 attract new clients, 13, 29
 audience, 2, 8, 17, 37, 41, 49, 118, 144, 151, 187, 189, 191-192, 194, 208, 210, 224
 audiobook, 231, 243
 author as brand, 122
 author as underwriter, 74
- authority, 1, 62
 Authors Channel podcast, iv, xi, 254, 268
 Authors Grid app, xi, 139, 255, 268
 Authors Program, 267
 awful truths about publishing, 231
- B**
- back catalogue, 20
 backend, 36, 242
 back-of-the-room sales, 233
 BanyanGlobal Family Business Advisors, 193
 Bard Press, 202, 205, 206
 Beck, John, 3, 4
 bedrock, 225-226
 Behr, Kevin, 207
 being an author, 62
 benefits of writing books, 62
 Berrett-Koehler Publishers, 8, 23, 223
 Berry, Stephen, vii, 6, 35-51, 257
 bestseller, 30, 61, 91-92, 95, 98, 107, 110, 115, 161, 170, 188, 201-202, 218, 225, 227, 230, 269
 big idea, 72, 199, 200
Birthing of Giants, The, 31
 Blanchard, Ken, 229
 Block, Peter, 225, 227
 blog posts, 113, 138, 140
 blog the book, 138
 Boje, David, i
 book as sales team, 57
 book coach, 157, 158
 book fair, 243
 book idea, 193, 203, 205
 Book Idea Audit, 267
Book Launch Blueprint, 255
 book publishing, 75, 220, 222, 228, 231, 237
 book training, 123
 bookstores, 87, 221
 boot camps, 123
 Bowker, 232
 Brabeck-Letmathe, Peter, 171
 brand of an author, 229

Buddhism, 102
 bulk sales, 49, 53, 80, 88, 90, 233, 235,
 240, 253
 business books, xi
 Business Café Global, 155
 business case (for writing a book), 5, 13,
 244
 business development manager, 63
 Business is Personal, 153
Business School of the Future, The, 177,
 179
 business schools, 142, 170, 269

C

Cambridge Solutions, 142
 Cambridge University Press, vii, 48, 177
 campaign tool, 77
 Capita India, x, 7, 141
 Cashin, Lis, 156
 CenterParcs, 122
 CEO coach, 79
CEO's Journey, The, ii, 246
 Chakravarthy, Bala, 171, 172
 change the world, 71, 215, 225
 channels (marketing), 233
 chapter design, 42-50, 113, 132, 147-148,
 158-159, 174, 211, 213
 Chartered Institute of Management Ac-
 countants, 49
Cheeseburger Theory, The, 80
 China, 121, 170, 195, 243
 Christensen, Clay, 184-187, 188-193, 195,
 257
 Clifton, Kevin, 107
 coach, 91
Coaching for Leadership, 91
 collaboration process, 22, 172
 collaborations, 21, 172
 Collins, Jim, 33, 175-176, 257
 commercial reasons (for writing a book),
 253
 community case for writing a book, 5
Competing Against Luck, 190, 191
 conclusion, 3, 68-69, 71
 conference speaking, 49
 Conger, Jay, i
 consultants, vii, xi, 91
 consulting, 39
 content editing, 212
 controversial message, 88
 corporate clients, 233
 corporate speaking, 37, 39, 40
 costs of writing a book, 63
 cover design, 23

covers, 23
 Covert, Jack, 202, 205
 Covey, Stephen, 46
 CreateSpace, 87
 credibility, 10, 13, 42, 62, 81, 108, 110,
 141, 144, 173, 178, 221
 customer journey, 108

D

data, 2, 8, 73, 83, 169, 181
 Davenport, Thomas, 3, 4
Democratic Enterprise, The, 16, 18, 23,
 257
 Dent Global, 6, 57, 71
 design, 23, 33, 43, 47, 134-136, 140
 desk research, 42
 developmental editing, 212
 differentiation, 4
 digital publishing, 231
 Dillon, Karen, vii, 8, 180, 242, 246
 Disciplina, 98
 discipline of writing, 26
 Disruptive Entrepreneur, 7, 116, 119
 domino (book as), 9
Doubling Speed, 72
 Drucker, Peter, 91, 101
 dung beetle, 50

E

Ecademy, 154
 economic benefits of self-publishing, 32,
 49, 88, 243
 editing, 45, 149, 177
 editor, 45, 210
 Einstein, Albert, 145
 emotional needs of community, 127
E-Myth, The, 58
 Enable (AI software), 83
 end state, 68-69, 146, 242
Entrepreneur Revolution, 72
 Entrepreneurial Masters Program, 31
 entrepreneurs, vii, xi, 2, 6-8, 29-32, 41,
 57, 70, 95-98, 120-122, 136, 144, 153,
 155, 157, 163, 170, 203, 219, 268
 Entrepreneurs Organization, ix, 6
 Epub, 237
 Erikson, Erik, 245
Exceptional Manager, The, 21
 executives, 2, 15, 40, 49-50, 88, 94-96,
 176, 179, 204
 exhibitions (book replaces), 77
 experts, 65

F

family office, 170
Fast Company, 2
 feedback, xi, 17, 92, 109, 133, 137, 140, 161, 171, 174, 181, 217, 267
 feedforward, 92
 Ferriss, Tim, 30-34, 133
Financial Times, i, 21, 257, 269
 first person, 158
Five-Year Entrepreneur, The, 130
 foreign language editions, 243
 Fortuna, 98
Fortune magazine, 29
 freedom, 122, 163, 164
From Great to Gone, 175
 FSG, 221
 FT Prentice Hall, 21
 future of publishing, 214-217
 Future of Work Research Consortium, 15
 Future Pipe, 246

G

gaps, 212
 Gazelles, 6, 29, 31
 Gerber, Michael, 58
 Get Satisfaction, 216
 Ghoshal, Sumantra, 17
 ghostwriters, 35
 giraffes, 37
 giving books away (strategy), 32, 57
Glow, 16, 19, 22-25
Goal, The, 206
 Godin, Seth, 2, 33
 Goldratt, Eliyahu, 206
 Goldsmith, Marshall, vi, vii, 7, 89-104, 253, 257
 Google, 29, 104, 213
 Google Docs transcription, 213
 Graham, Paul, 203
 Gratton, Lynda, vii, 6, 15-28, 246
Greatest Business Decisions of All Time, The 29
 Grenz, Kay, i
 Griffin, Lee, 139
Guardian, The, i
 guides, 8, 69, 107, 133, 135-136, 140, 230

H

Hachette, 46, 112
 Harnish, Verne, vii, ix, 6, 27, 29-35, 242-243
 HarperCollins, 195-197
 Harry Potter, 103
 Harvard Business Press, i, 33, 195, 269

Harvard Business Review, 8, 19, 180, 183-184, 186, 188, 192, 196-197
 Harvard Business School, 173, 184-186, 193-194
 Heimbouch, Hollis, 196
 Herrera, Bobby, 207
 historical blah blah, 174, 175
Hit Makers, The 222
 Homer, Mark, 109
Hot Spots, 15-16, 19, 22-24
 Hot Spots Movement, 15
How Will You Measure Your Life?, 184, 188-189, 257
Human Resource Strategy in Transforming Companies, 15
 hybrid publisher, 73

I

I, Human, 16
 IMD, x, 8, 164, 169-172, 178-179
 immersion experiences (to sell books), 235
Inc Magazine, 58, 183
 income streams, ix, 55, 107
 influencers, 13, 122
 innovation, i, 7, 176, 184, 192-193, 195
 intellectual property, 60-61, 77
 intent-based branding, 3
 interruption marketing, 2
 interview yourself, 213
 introduction, 68
 IT Revolution, 207
It's a Wonderful Life, 245
 iterations, 148, 170, 196, 216
 Ito, Joi, 83
 iTunes, 254

J

Japan, 15, 20, 25-26, 82-83
 Jaworski, Joseph, 227
 Jobs, Steve, 71, 184
 John Murray Learning, 112
 Jossey-Bass, 226, 227, 228

K

Keep Calm and Write Your Book, 255
 Kelly, Kevin, 9
 Kern, Frank, 3
Key Person of Influence, 61, 66-70
Key, The, 16
 Kim, Gene, 206, 207
 Kindle, 135, 214, 237, 242
 King, Stephen, 112
 Korea, 25, 121, 243

Kroc, Ray, 89

L

Lau Tzu, 162

launch, 7, 20, 40, 53, 59, 77, 81, 90, 113, 118-119, 240, 243, 268

launching your book, 46

Leader of the Future, The, 91

Leadership and The New Science, 225

Leadership Dubai Style, 80-82

Leadership FM, ii, 255

Leadership Unplugged, i, ii, 269

Leading Edge Consortium, 19, 21

Lean Startup, The, 34

Leanpub, 217

Lefebvre, Henri, 145

legacy, 63, 96, 173, 239, 244-246, 248

legacy building, 245

legacy creating, 245

Lego, 73

Lencioni, Pat, 33

Life Leverage, 107, 111-116, 119

LinkedIn, xi, 20, 150, 153, 154, 254, 268

Living Strategy, 16, 18, 21, 23, 26, 257

logo, 33, 34

London Business School, i, ix, 5-6, 9, 15, 16, 228, 269

long-form content, 28, 230-231

Lorange, Peter, vii, 8, 164, 169-179, 242

Lorange Network, 170, 174, 178

M

Machines Learning, Humans Leading, 86

mainstream publisher, 20, 49, 88, 240, 243

Makhzoumi, Rami, 246

manga, 20

manifesto, 55, 79, 242

manuscript, xi, 17, 113, 150, 176-177, 209-210, 226, 267

market oversaturated, 233

marketing and traditional publishers, 88

marketing case (for writing a book) 244

marketing platform, 55

marketing tool, 35, 108

Mastering the Rockefeller Habits, 6, 29

masterminds, 108

Maxwell, Robert, 228

McDonald's, 73, 89

Mead, Stephen, 47

Meeker, Mary, 2, 3

memes, 3, 4

memoirs, 153

mentorships, 108

Mercer, 247

message (of your book), 1-3, 9, 19, 32, 35-36, 41, 67, 70-71, 85, 88, 98, 150, 200-201, 208, 210, 212, 225-227, 229, 236-237, 240, 247

Metamorphoses, 249

Method Grid, 137, 139

Middle East, 79

mindmap, 158

MIT, ix, 6, 31, 83, 87

model, i, 3, 43, 58, 60, 67-68, 74, 81-82, 90, 97, 118, 145-146, 150-151, 179, 241, 248

models, 40, 43-44, 150

Mojo, 92, 95-97, 102, 257

Money, 112

monographs, 170

Moore, Jacqueline, i, ii, iv, v, 269

Moore, Rob, vii, 105, 246

Moorhouse Consulting, 7, 129, 130

Moorhouse, Dom, vii, 7, 123, 129-140

Multiple Streams of Property Income, 111

Myspace, 65

N

Nash, Jeni, 47

Nestlé, 171

Neumeier, Marty, 4

New Long Life, The, 16, 20, 22, 24

New Mexico State University, i

New York Times bestsellers, 91-92, 102, 188

New Yorker, The 101-102

Nike, 73

Nike swoosh, 34

nonfiction, xi, 222, 234, 238

O

O'Reilly Media, 215

objection handling, 70-71

Ojomo, Efosa, 193-195, 257

One Minute Manager, The, 229

Organization of the Future, The 91

Ovid, 249

Oxford comma, 46

P

Packaging Design, ii

Panoma Press, 160

paper quality, 48

Paris, Ruth, 156

pass-along sales, 234

pass-alonggers, 235

- PDF format for books, 104, 135, 242
- Pearson, 21, 172
- pebble in your shoe, 199, 203, 224, 242
- Penguin, 221
- permission marketing, 2
- personal brand, 65, 119, 124
- personal development, xi, 1, 202, 247
- personal experience, 117
- personal stories, 150, 224
- personas, 24
- Peters, Fraser and Dunlop (agent), 25
- Phoenix Project, The*, 207
- Piersanti, Steve, vii, 23, 223, 225-238, 242-243
- pivot, using a book, 129
- plan, 53, 241
- planning, 44, 61, 69, 100, 134, 151, 157, 187, 190, 197, 243
- podcasts as audience building, 115
- Populus Group, 207
- portfolio of services, 51
- Positioning, 24
- Power OBE, Power, vii, 8, 150, 153-166, 242
- Power of Impossible Thinking, The*, 172
- Power, Thomas, 153
- PowerPoint, 40
- PR, 119, 235, 240
- practise writing, 212
- Prentice Hall, 21, 257
- pricing, 231
- Priestley, Daniel, vii, 6, 52, 57-78, 242
- professional services business, 131-132
- profit margins, 49
- Profit or Growth?*, 171-172
- Progressive Property, 109, 119
- promoting your business, 63
- proofreading, 46
- property sector, 107
- Property Investing Secrets*, 108, 110-113
- Prosperity Paradox, The*, 194, 195, 257
- psychological case for writing a book, 244
- Publishers Weekly, 230
- publishing industry, 32, 75, 167, 214, 218, 227, 234
- Q
- quality (the case for writing a great book), 5, 167
- Questionbanks, 10, 28, 36, 53, 77, 90, 106, 124, 140, 151, 165, 181, 200, 224, 240
- questions, xi, 10, 28, 36, 53, 77, 83, 90, 106, 124, 136, 140, 151, 155, 165, 181, 185, 188-190, 200, 205-206, 213-214, 224, 240-241, 243-244, 248
- quiz, 19, 20, 28, 33, 50-51
- R
- radical differentiation, 4
- Random House, 221
- Redgrave, Steve, (Lynda Gratton) 27
- Reinventing the Future*, ii
- Rembiszewski, Jimmy, 175
- reputation, 7, 15, 184
- research, 5, 18-21, 28, 38, 42, 44, 47, 53, 79, 93, 113, 115, 118, 148, 159, 169, 170, 181, 207, 209, 222, 253-254, 267
- Rethink Press, 73, 75
- retreat (training workshop), 136
- rewrites, 18, 22
- rights, iv, 20, 25, 47, 217, 243
- routine (writing), 26, 28, 139, 147
- Routledge, 141
- royalty cheques, 33, 73
- S
- sales, 9-10, 13, 25, 32-33, 36, 49, 53, 63, 66, 73-77, 81, 87, 88, 90-91, 112, 119, 176, 230-236, 240, 243
- satisfaction, 244
- Sattersten, Todd, vii, 4, 8, 199-223, 242
- Scaling Up*, 6, 29, 30
- Scott, Andrew, 15-16, 18-22, 24
- Meerman Scott, David xi
- self-help, xi, 1, 23, 247
- self-publishing, xi, 32-33, 49, 73, 80, 87-88, 135, 149-150, 197, 221, 226, 229-232, 243
- self-publishing as best route, 134
- self-publishing and control, 32
- self-publishing and speed, 33
- seminars, 28, 191
- Seven Failings of Really Useless Leaders*, ii, 46, 79, 269
- Seven Habits of Highly Effective People, The*, 46
- shelf life of a book, 90
- Shift, The*, 16, 24
- shipping books, 169, 173-175, 177, 181
- Shipping Company Strategies*, 175
- Shipping Strategy*, 175
- showcase, 7, 55, 91, 92, 106
- Shreiber, Nick, 171
- Silicon Valley, 82
- Sinclair, Chris, 142

- Sinha, Alok, vii, 7, 141-144, 145-150, 242
 Smith, W H, 114, 121
 Smøyg Forlag, 173
 social media, 2, 10, 20, 65, 119, 150, 159, 201, 231, 233-234
 Sonsino, Steven, i-ii, iv-v, 4, 51, 79, 268-269, 278
 Sonsino, Yvonne, 247
Source, 228
 Spafford, George, 207
 Spain, 25
 speaking engagements, 28, 35, 62-63, 73, 76-77, 150, 234
 speaking events, 235
 Spencer, Herbert, 145
 Starbucks, 122-223
Start Now, Get Perfect Later, 107, 109, 112-114, 116, 119
State of the Art Report on Personal Computing, ii
Stewardship, 225, 227
 Stewart, James, 245
 stories, 19-20, 36, 53, 92-93, 106, 110, 112, 117, 151, 157, 180, 183, 188, 190, 194, 200, 208, 211, 222, 245, 246-247
 storytelling, 8, 165, 183, 188, 200
 strapline, 111, 162, 163
Strategies of the Serengeti, 6, 37, 44, 45-48, 257
Strictly Come Dancing, 107
 structure, 41, 44-45, 68, 77, 81, 84, 132-134, 140, 147-148, 158, 160, 165, 203, 210, 268
 structuring, 44
 subtitle, 95, 131, 162, 171
 superstition trap, 93
 Switzerland, 164
 symposium (training retreat), 137
- I
- Tata Motors, 141, 143
 Tata, Ratan, 142
 Taylor & Francis, 141, 149
 teaching, 28, 35, 38, 42, 79, 95, 101, 110
 TED Talks, 184
 Temi (transcription platform), 254
 Tetra Pak Group, 171
 Thinkers50, 92
 Thompson, Derek, 222
 thought leader, vii, xi, 3, 6, 8, 13, 16, 28, 144, 206, 246, 268
 thought leadership, ix, 15
 Thought Leadership for Entrepreneurs and Experts (LinkedIn group), xi
Thought Leadership Meets Business, 177
- time to write (discipline), 26, 28, 139, 147
 time, space and action model, 145
Times, The, i
 titles, 8, 16, 18, 30, 34, 46, 57, 65-68, 72, 80, 84-86, 93, 95, 109, 120, 133-134, 140, 150, 162, 171, 175-176, 194, 208, 223, 233, 242
 Tokyo, 83
 tone, 158, 159, 160
 Tracy, Brian, 225
 traditional publishers (slow speed), 74
 trainer, 91
 training, 53, 269
 transcribe, 116, 213
 translations, 25, 121
Triggers, 92, 98-99, 102, 257
 trust (earned by a book), 9
 Tuck School of Business, 92
 Twitter, 20, 65, 161
 typesetting, 46, 267
- U
- University of Minnesota, 172
 URL, 30, 47
 USA, iv, 25, 31, 172, 195
- V
- Vaynerchuk, Gary, 3
 venture capitalists metaphor, 219
 Viacom, 21
 video content, 34
Vision is Not Enough, 150
 voice, 17, 212
- W
- Walmart, 97
 Waterstones, 109, 114, 121
 website, 19, 28, 47, 50-51, 53, 107, 111, 135, 207, 216
 Weir, Tommy, vii, 6, 79-90
 Wharton Business School, 172
What Got You Here Won't Get You There, 91-93, 95, 99, 101, 257
 Wheatley, Margaret, 225-226
 why write a book, 5, 9, 201, 241, 246
 Wind, Yoram (Jerry), 172
Wired Magazine, 9
 word-of-mouth, 161
 workbooks, 140
 workshops, 6, 7, 28
 writing to think, 17, 26, 82, 169
 writing a book is hard, 27, 197
 writing as catharsis, 115
 writing craft, 26
 writing routine, 26, 28, 139, 147

writing style, 17, 24

Y

Y Combinator, 203

You Should Write a Book, 1

YouTube, 268

Z

Zag, 4

Zoom H1 mp3 recorder, 116

ABOUT THE AUTHORS

Jacqueline Moore and Steven Sonsino are a husband and wife team who were originally involved in training media professionals before moving into the field of leadership development. This is the 15th book they have written together

JACQUELINE MOORE

Jacqueline Moore was for 16 years a columnist and senior journalist on the *Financial Times*. She was a director of the award-winning Journalism Training Centre from 1992 to 1998. Her books have been translated into French, Spanish, German, Arabic, Mandarin and US English. *You Should Write a Book* (2020) is her 12th book, produced entirely using the process she now teaches in the Authors Program.

STEVEN SONSINO

Steven Sonsino is a Fellow in the Centre for Management Development at London Business School and a visiting professor at four other business schools worldwide. He wrote his first book with Jacqueline Moore, *The State of the Art Report on Personal Computing*, for Pergamon Infotech in 1984. Their bestseller *The Seven Failings of Really Useless Leaders* pushed Sir Richard Branson's *Screw It, Let's Do It* down the Amazon bestseller list when it was published in 2007. The couple's first leadership book, *Leadership Unplugged* (2003), is described as 'learned yet practical' by Harvard Business Publishing.

Connect with Jacqueline and Steven on **LinkedIn** or at **publishingchannel.com**