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Is There a Book Hiding in Your Conversations?

A Guide to Conversation-Driven Publishing for Podcast Hosts,
Speakers, and Community Leaders

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Who is This Booklet For and Why Does It Matter?

If you are a podcast host, keynote speaker, community builder, or event organizer, you are likely sitting on a massive, unmonetized asset: your past conversations. You spend your life sharing insights, interviewing experts, and facilitating workshops, yet most of that wisdom evaporates the moment the microphone turns off or the stage lights dim.

You may have frequently thought, "I should probably write a book someday," only to be stopped by the "blank page" threat, a lack of time, or the nagging feeling of imposter syndrome.

This document is designed to bridge that gap. It is for the professional who is better at talking than typing and who values relationships over solo self-promotion.

What You Can Expect to Gain

By reading this guide and completing the diagnostic, you will:

- **Audit Your "Goldmine":** Determine if your podcast archive or signature talk already contains the raw material for a professionally published book.
- **Identify Your Barriers:** Uncover the specific "identity gates" or myths that have been keeping you in "self-edit purgatory".
- **Discover the "Conversation-to-Book" Framework:** Learn a structured, 90-day system that extracts your ideas without requiring you to write a single word from scratch.
- **Understand the Authority Flywheel:** See how a collaborative book acts as a "network multiplier," turning one conversation into 1,000 physical introductions.
- **Choose Your Path:** Evaluate three distinct partnership models—from host-led to fully managed—to see which fits your current bandwidth and budget.

Most books start with a blank page. This guide will show you how to start with a conversation.



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Self-Diagnostic: Is There a Book Hiding in Your Conversations?

Before You Write a Word, Take the Pulse of Your Conversations

Many experts spend years waiting for "the right time" to write a book, unaware that they have already spoken one into existence. This diagnostic is designed to move you from the "Unaware" stage—where your archive is just a collection of files—to the "Aware" stage, where you recognize your archive as a strategic asset.

Instructions: Review the following three categories. If you find yourself nodding along to more than 50% of these statements, you aren't just an expert; you are an author in waiting.

1. The Asset Audit (The Goldmine)

- **The Archive Test:** I have recorded 20+ podcast episodes, delivered a signature talk 5+ times, or hosted several high-level workshops.
- **The "Should" Factor:** I regularly hear, "You should really write a book about that," after speaking or being interviewed.
- **The Evergreen Pillars:** I can identify 5–10 specific topics or guest conversations that represent the "core" of my message and remain relevant years later.
- **The Buried Treasure:** I feel a sense of waste knowing that my best insights are buried in audio files that people rarely revisit after the first week of publication.

2. The Identity Check (The Bridge)

- **Verbal Preference:** I find it much easier to explain complex ideas out loud than to sit down and type them out on a blank screen.
- **Blank Page Paralysis:** The idea of starting a book from scratch feels like a massive, time-consuming mountain that I simply don't have the bandwidth to climb.
- **The Curator Mindset:** I am more excited about being the "Curator of Insights" or "Host of a Movement" than a solo author in a dark room.



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- **Imposter Resistance:** I sometimes worry that I'm not a "real writer," even though I know I am a recognized expert in my field.

3. The Network Impact (The Flywheel)

- **The Guest Champion:** I have a network of peers or guests who are world-class experts and would benefit from being published alongside me.
- **Community Artifact:** My audience or community would value a physical, tangible artifact that summarizes our shared wisdom.
- **The Referral Engine:** I am looking for a "physical introduction" tool—something I can hand to a prospect that immediately signals authority.

The Core Philosophy

Most Books Start with a Blank Page. I Start with a Conversation.

The traditional publishing model is broken for busy experts. It assumes you have 18 months of free time to stare at a blinking cursor. But if you are a podcast host, speaker, or community leader, you've already done the hard work of thinking, testing, and talking.

The Expiration Date of Ideas

We live in an ephemeral or temporary content world. A podcast episode is published, it generates a spark of excitement, and then it drifts into the archive, rarely to be heard again. A keynote is delivered, the audience is moved, and then the ideas evaporate as people head to the next session.

Conversation-Driven Publishing changes this. We believe that great conversations deserve a longer life and that the people behind those conversations deserve to be recognized as authorities. We don't ask you to create something new; we help you extract the treasure you've already buried.



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The Identity Bridge: From "Talker" to "Authority"

The biggest hurdle to becoming an author isn't a lack of ideas—it's **Imposter Syndrome**. Many experts feel that if they didn't labor over a typewriter, they aren't "real" authors.

Our system helps you cross this bridge: **Idea Sharer** → **Contributor** → **Author** → **Authority**.

By using your existing words and frameworks, the book remains authentically yours. You aren't "becoming" something you aren't; you are simply allowing a professional architect to build a permanent structure out of the materials you've already provided.

Shattering the Barriers

3 Common Myths About Becoming an Author

Many experts never start because they are fighting ghosts of a traditional publishing industry that no longer applies to the modern authority economy.

Myth 1: You Have to Be a "Writer" to Have a Book

The biggest hurdle is the belief that authorship requires the act of typing. In reality, many of the world's most influential books began as spoken word. If you have the ability to hold a meaningful conversation or deliver a talk, you have the ability to be an author. Our system treats your voice as the manuscript and our team as the architects who give it structure.

Myth 2: You Need a Massive Audience Before You Publish

Many podcast hosts believe they need thousands of listeners to justify a book. However, in conversation-driven publishing, audience size is irrelevant because the value is in the *quality* of the conversations and the *relationships* they build. A book with 20 contributors creates its own audience through the "Network Multiplier"—circulating through the professional networks of every participant.



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Myth 3: A Book Must Be 300 Pages to Be "Real"

There is a common misconception that "more is better". In the B2B world, busy professionals value clarity over volume. A 100-page "Decision Book" that helps a prospect solve a specific problem or understand a framework is often more valuable than a dense tome that stays on a shelf gathering dust.

Avoiding the Pitfalls

3 Common Mistakes (and How to Avoid Them)

Even when experts recognize they have a "hidden book," they often stumble during the execution phase.

Mistake 1: The "Self-Edit" Purgatory

Experts often get stuck in their own heads, agonizing over every word or doubting if their ideas are "legitimate enough" for a book. This leads to identity paralysis where the project sits 90% finished for years.

How to Avoid It: Use the **Collaborative Model**. Being part of a group reduces individual identity pressure and creates a structured 90-day timeline that keeps you moving toward the finish line.

Mistake 2: Treating the Book as a Product Rather Than a Vehicle

The mistake is focusing on "selling books" as the primary goal. If your goal is book royalties, you will likely be disappointed.

How to Avoid It: Align with the **AUTHORity Doctrine**: Books are the vehicle; authority, relationships, and community are the outcome. Use the book as a "physical introduction" to start new conversations and close high-value clients.



Mistake 3: Starting with a Blank Page

Trying to sit down and write a book from scratch is the most common reason projects fail. It triggers the "blank page" threat and usually ends in exhaustion.

How to Avoid It: Start with a conversation. Audit your podcast archive or record yourself delivering your signature talk. Extract the ideas that already exist instead of trying to manufacture new ones.

The DIY Path

3 Best Practices for the Self-Publishing Author

If you decide to handle the publishing process yourself, follow these three rules to ensure your book still functions as a professional authority asset.

1. Create "Evergreen Pillars"

Do not simply transcribe a podcast episode. Transcripts are often messy and repetitive. Instead, identify conversations that contain timeless insights and frameworks that will remain relevant for years. Shape the spoken word into a polished narrative that reads like a thoughtfully written essay.

2. Optimize for "Decision Architecture"

If you are writing a solo book, ensure it follows a natural decision-making flow. It should answer three questions for your prospect: Do I have this problem? Do I want to solve it? Is this the right expert to help me? Avoid "fluff" and biography; focus on the prospect's problem.

3. Activate the Distribution Quest

A book sitting in a box in your garage has zero value. You must have a plan for how those books reach the right hands. Set a goal to distribute a specific number of copies (e.g., 50–100) to key influencers, event organizers, and dream clients as part of a strategic "quest" to start new conversations.



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Final Check: Is Your Archive Ready?

By identifying these myths and mistakes, you are already ahead of 90% of would-be authors. You now understand that your book isn't something you need to *create*—it is something you need to *release* from the conversations you are already having.

Why a Group Book is Often Your Safest (and Fastest) Move

While we produce solo "Decision Books," our **Collaborative Authority Book System™** is designed specifically for community leaders.

1. **Identity Safety:** It is psychologically easier to say, "I contributed to an anthology of experts," than to say, "I wrote the definitive guide". It lowers the "Gut" level threat of permanent visibility.
2. **The Network Multiplier:** A solo book relies on *your* marketing. A collaborative book with 20 contributors creates a massive network effect.
3. **Low Effort, High Status:** Contributors don't have to write. We extract their chapters from interviews or existing recordings. They spend 15 minutes reviewing a draft and end up as published authors.



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Your Path to Publication

Three Ways to Build Your Authority Artifact

We offer three levels of partnership based on your available time, energy, and the level of white-glove service your community requires.

Option 1: The Host-Led Model

Best For: The "Hands-On" Community Builder. You have strong Guest relationships and enjoy being the primary point of contact.

- **Your Role:** You select the episodes, invite the guests, and manage the initial "yes".
- **Our Role:** We provide the architecture, templates, editing, and publishing backend.
- **Why it makes sense:** You save money by using your relational capital to do the "heavy lifting" of coordination.
- **Investment:**
 - **Host:** \$1,000
 - **Participants:** \$1,500 per chapter

Option 2: The Partner-Led Model

Best For: The Busy Professional. You want to be the "Face" and "Visionary" of the project without the administrative headache of guest management.

- **Your Role:** You make the introductions. You tell your guests, "I'm doing this book, Jeff is running it, you should talk to him".
- **Our Role:** We handle contributor onboarding, project management, and all editorial guidance.
- **Why it makes sense:** You maintain your role as the "Champion" of your guests while we handle the "Manager" tasks.
- **Investment:**



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- **Host:** \$1,500
- **Participants:** \$2,000 per chapter

Option 3: The Fully Managed Model

Best For: The High-Level Executive or Event Organizer. You have a massive network but zero time for "one more project".

- **Your Role:** Strategic approval. You provide the list of names and approve the final cover.
- **Our Role:** We do everything—outreach, interviewing guests to update their message, full manuscript prep, design, and a supported launch.
- **Why it makes sense:** This is a "Turnkey" authority system. It's designed to be a high-prestige, zero-friction experience for you and your guests.
- **Investment:**
 - **Host:** \$2,000
 - **Participants:** \$2,500 per chapter

The Authority Flywheel

A book is not a one-time event; it is a recurring engine for your business. **Conversation → Podcast/Talk → Book → Contributor Promotion → Network Expansion → New Conversations.**

Every contributor receives a box of books to share with their clients. When 20 people do this, your podcast and your brand are suddenly on the desks of 1,000 high-value prospects.

Are you ready to stop talking and start publishing?



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Possible Next Step

Schedule a **Goldmine Audit**. We will spend 20 minutes reviewing your podcast archive or your signature talk to see if the "raw material" for a book is already there. No writing required—just a conversation.

<https://calendar.app.google/uaBjN65uAv9frM5e8>