

FREE PDF GUIDE

The 7-Figure Book Blueprint

How founders turn hard-won expertise into a bestselling book — and that book into a steady stream of high-ticket clients. The exact framework behind 300+ published books, distilled into one guide.

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Inside the Guide

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Most founders don't need another book *about* business. They need a book that *does* business — one that positions them as the definitive voice in their space and quietly fills their pipeline while they run the company.

This guide is the operating system for that kind of book. It won't teach you to "write well." It will teach you to decide what the book must achieve, structure your expertise so a reader can act on it, get it published professionally on Amazon, and connect it to the commercial engine of your business. Whether you write it yourself or have it ghostwritten, the blueprint is the same.

How to use this guide: Read it in order the first time — each chapter builds on the last. Do the exercises as you go; a blueprint you don't apply is just a reading list. By the final page you'll hold a one-page plan for a book with a real business job.

Position Before You Write

Every failed business book fails in the same place: before a single word is written. The author chose a topic that was interesting instead of a topic that was *useful to a specific buyer*. "Leadership," "mindset," "growth" — these aren't positions. They're libraries. A book that tries to serve everyone gets recommended by no one.

Positioning is the decision of **who the book is for, what expensive problem it solves, and what point of view it argues**. Get this right and everything downstream — the title, the chapters, the cover, the marketing — becomes dramatically easier. Get it wrong and no amount of beautiful prose will save the project.

The positioning test every chapter must pass

Before you commit to a topic, run it through three questions:

1. **Who exactly?** Name the reader in one sentence. "Founders of B2B service firms doing \$500K–\$5M who rely on referrals" beats "entrepreneurs." If you can't picture the reader's calendar, the topic is too broad.
2. **What expensive problem?** What does this reader already pay to solve — in money, time, or missed opportunity? Books that address a budgeted problem sell to buyers; books that address a vague interest sell to browsers.
3. **What's your contrarian point of view?** What do you believe that most voices in your space get wrong? A book without a point of view is a textbook. A book with one is a flag that the right readers rally around.

Narrow until it hurts (a little)

Founders resist narrowing because it feels like turning away readers. The opposite is true: a sharply positioned book travels further because every reader instantly knows *who to give it to*. "A book for SaaS founders on turning product expertise into enterprise deals" will be handed around Slack channels. "A book on business growth" will sit on a shelf.

EXERCISE — YOUR ONE-SENTENCE BRIEF

Fill in the blanks. If it takes a paragraph, narrow further:

*For **[specific reader]**, this book helps them move from **[expensive problem]** to **[valuable outcome]** by using **[your distinct method]**.*

Example: *For independent consultants stuck at \$200K, this book helps them move from feast-or-famine referrals to a waitlist of retainer clients by using a diagnostic-led sales method.*

This sentence is the spine of your entire book. Tape it above your desk.

The Authority Architecture

Here's why most manuscripts stall at chapter three: the author started writing before they had an architecture. Writing without a blueprint feels productive for about two weeks — then every new chapter re-litigates what the book is about, and the project quietly dies.

The Authority Architecture is a simple discipline: **before drafting, define the promise of every chapter in one sentence, and arrange those promises in the order your reader must believe them.** A reader doesn't finish books; they finish arguments. Each chapter should deliver one transformation in thinking that makes the next chapter necessary.

The chapter-promise method

Take your one-sentence brief from Chapter 1 and ask: what are the 8–12 things my reader must understand, in sequence, to get from their problem to my outcome? Each becomes a chapter. Each chapter gets:

- **One promise** — what the reader will be able to do or decide after reading it.
- **One story or case** — the lived proof that makes the idea stick. Stories are remembered; frameworks are referenced. You need both.
- **One action** — a worksheet, a checklist, or a decision the reader makes before moving on. Action creates the feeling of progress that keeps readers turning pages.

The outline that prevents the stall

A working outline is not a list of topics — it's a *sequence of decisions*. Test yours with two questions: (1) If a reader skipped straight to chapter 7, would they be lost? If not, your chapters aren't building on each other. (2) Can you explain the whole book's argument in 90 seconds using only your chapter promises? If not, the architecture isn't finished.

The #1 reason manuscripts stall isn't lack of discipline — it's lack of architecture. Authors don't run out of words; they run out of *decisions*. Make every structural decision up front, and drafting becomes execution instead of invention.

EXERCISE — DRAFT YOUR CHAPTER PROMISES

List 8–12 chapters. For each, write one sentence starting with "After this chapter, the reader will..."
If you can't write the sentence, the chapter isn't ready — and that's useful information now, not at page 120.

Extract Without Writing

Founders don't lack expertise. They lack *extraction* — a reliable way to get what's in their head onto the page without spending six months staring at a cursor. The interview-led process solves this: instead of writing, you talk. A skilled interviewer pulls out your frameworks, stories, examples, and arguments through structured conversations, and a writing team turns that raw material into a manuscript in your voice.

Done well, a full book can be extracted in about **40 hours of the founder's time, total** — spread across interviews and reviews over a few months. The founder brings judgment and stories; the team brings structure, prose, and production. Nobody needs to "find time to write."

What makes interviews work

Good extraction interviews are not casual chats. They run on:

- **An agenda per session** — each interview covers specific chapters or questions, so nothing important stays unasked.
- **Source material in advance** — talks, posts, client questions, past decks. The interviewer arrives already briefed and uses the session to go deeper, not to start from zero.
- **Follow-up, not just Q&A** — the valuable material lives one question past the rehearsed answer. "Say more about that" and "what did you decide in that moment?" are where books are born.
- **Clear decisions captured** — every session ends with confirmed direction: what stays, what gets cut, what's still fuzzy.

Protecting your voice

The fear every founder has about ghostwriting — "it won't sound like me" — is legitimate, and it's solved by process, not promises. Insist on a **sample chapter before committing** to a full manuscript. Read it aloud. If it doesn't sound like you on your best day, the process is wrong, not your voice. Voice match should be verified with real pages, never taken on faith.

EXERCISE — BUILD YOUR STORY BANK

Before any interview, list: (1) three client transformations you're proud of, (2) two failures that taught you the most, (3) the one story you never want the book to lose. This is the raw material no researcher can invent — and it's what makes the book unmistakably yours.

Publish Like a Pro on Amazon KDP

A brilliant manuscript with amateur packaging will underperform a good manuscript with professional packaging. On Amazon, readers judge your book in about three seconds — cover thumbnail, title, and the first lines of the description. Publishing "like a pro" means treating each of these as a deliberate decision.

The four packaging decisions

- **Categories:** Choose the most specific relevant categories, not the biggest ones. Ranking #3 in a precise subcategory beats being invisible in a giant one — and category relevance drives Amazon's "also bought" recommendations.
- **Keywords:** Think like your reader searches. Seven keyword slots should cover the problem ("client acquisition"), the reader ("consultants"), and the outcome ("retainer clients") — not just the topic.
- **Cover:** Design for the thumbnail first. At 100 pixels wide, your cover must communicate genre and promise instantly: bold title, minimal text, one strong visual idea. Test it small before you approve it large.
- **Pricing:** Price for positioning, not just royalties. A \$2.99 book signals "impulse read"; a \$9.99–\$14.99 business book signals "serious asset." If the book's job is to generate clients, the cover price matters less than the perceived value — but it should never look cheap.

Production quality is a trust signal

Interior formatting, copyediting, and proofreading are invisible when done right and glaring when done wrong. Typos in chapter one tell a high-ticket prospect everything about your standards. Professional editing passes — developmental, copyediting, proofreading — plus clean interior layout for both ebook and print, are non-negotiable for a book that represents your business.

Metadata is marketing. Your subtitle, description, author bio, and editorial reviews are searchable sales copy. Write the Amazon description like a landing page: hook the reader's problem in line one, promise the transformation, and end with a clear reason to buy now.

The Launch That Earns the Badge

Let's clear up a myth: bestseller status is engineered, not accidental — but it's engineered through *sequencing*, not shortcuts. Amazon's bestseller lists measure sales velocity within a category over a short window. That means a launch is a coordination problem: concentrating your existing audience's buying into the same few days, in the right categories.

Launch-week sequencing

1. **Before launch:** Build a launch list — email subscribers, clients, community, social audience. Anyone who might buy in week one. Seed advance reader copies to 20–50 friendly readers with a simple ask: an honest review in launch week.
2. **Launch week:** Concentrate everything. Announce to your list, post daily, ask directly. The goal is a spike of sales in 3–5 days, which triggers Amazon's recommendation engine and category rankings.
3. **After the spike:** Reviews compound. A book with 30+ genuine reviews converts browsers at multiples of a book with 3. Keep asking — every client, every reader, every podcast appearance.

Review strategy without gaming

Never buy reviews, never swap fake ones — Amazon removes them and can penalize your account. Instead, make reviewing frictionless: include a direct review link in the book's final pages, ask at the moment of maximum goodwill (right after delivering value, not months later), and respond graciously to critical reviews. A thoughtful author response to a 3-star review sells more books than a dozen silent 5-stars.

No myths, no shortcuts. Anyone promising "guaranteed #1 bestseller" is selling you a manipulated subcategory or a pay-to-play list. Real authority compounds: a well-launched book keeps selling because the positioning is right and the reviews are real — not because of launch-day tricks.

Readers Into Discovery Calls

Here's the chapter most business-book advice skips: the book is not the product. The book is the *top of your funnel*. A reader who finishes your book is the warmest lead you will ever meet — they've spent hours with your thinking and arrive pre-sold on your worldview. The only question is whether you've built the bridge from the last page to a conversation.

The funnel behind the book

- **In-book lead magnets:** Place one irresistible resource per major section — a worksheet, a diagnostic, a template — available at a simple URL or QR code. Each one captures an email and segments the reader by interest.
- **The email sequence:** New subscribers get a short nurture sequence: more depth on the book's ideas, answers to common objections, and stories of the transformation in action. Teach first; invite later.
- **The call invitation:** Somewhere in the sequence — and in the book's final chapter — make a direct, low-pressure offer: "If this resonated, here's how we can go deeper together." A strategy session, a diagnostic call, an application. Name it clearly and make booking take under a minute.

Measure what matters

Track the metrics that connect the book to revenue: email subscribers per month from book-driven sources, discovery calls booked, proposals sent, and clients who mention the book. Royalties are nice; a single high-ticket client acquired through the book can exceed a year of royalties. Design the funnel before you publish, not after — the CTAs, the landing pages, and the follow-up sequence should exist on launch day.

EXERCISE — SKETCH YOUR BOOK FUNNEL

On one page, draw: Book → 3 in-book resources (with URLs) → email sequence (5 emails, one line each) → call invitation → your offer. If any arrow is vague, that's your next decision — not your next chapter.

Scale Beyond the Book

A book is a platform, not a project. Once published, it becomes the foundation you build on for years: the credential that opens stages, the asset that feeds programs, the proof that makes media say yes. Founders who treat the book as the finish line leave most of its value on the table.

Three scaling levers

- **Speaking:** "Author of" is the fastest credibility shortcut in the speaking world. Turn each chapter into a talk. Start with podcasts and virtual summits — they're hungry for guests with a fresh book — then graduate to paid stages as demand builds.
- **Premium programs:** The book teaches the *what* and the *why*; your programs deliver the *how*, *with help*. Cohorts, intensives, and advisory retainers all become easier to sell when the book has already made the case.
- **Media and partnerships:** Journalists, podcast hosts, and potential partners all Google you before saying yes. A published book with real reviews changes that search from "who is this?" to "this person wrote the book on it." Borrowed audiences compound faster than built ones.

Keep the asset alive

Repurpose relentlessly: every chapter is a month of social content, every framework is a workshop, every story is a keynote anecdote. Update the book's second edition with new stories as your work evolves. A book that keeps working is a moat — competitors can copy your tactics, but they can't copy your published authority.

The seven-figure view: No single chapter of this guide makes anyone seven figures. The compounding does: a positioned book → a working funnel → discovery calls → premium clients → stages and media → more readers. Each loop makes the next one cheaper. That's the blueprint.

Your One-Page Plan

You've read the blueprint. Now compress it into decisions. Fill this in before you do anything else:

- ☐ **My reader** (one sentence): _____
- ☐ **Their expensive problem:** _____
- ☐ **My point of view** (what most get wrong): _____
- ☐ **Working title:** _____
- ☐ **8–12 chapter promises:** drafted / not yet
- ☐ **Story bank:** 3 wins, 2 failures, 1 untouchable story — collected / not yet
- ☐ **Write myself or interview-led:** decided / not yet
- ☐ **Funnel sketch** (resources → sequence → call): drafted / not yet
- ☐ **First milestone + date:** _____

If you'd rather not do this alone — the interviews, the architecture, the writing, the publishing, the launch — that's exactly what a full-service ghostwriting partner is for. Which brings us to the last page.

About Hafiz Publications

300+

BOOKS
DELIVERED

7+

YEARS
PUBLISHING

100%

ROYALTIES TO
AUTHORS

Hafiz Publications is a founder-led ghostwriting and publishing firm for experts, founders, executives, and coaches with a book in them — and a business to grow with it. One team handles everything:

- **Interview-led ghostwriting** — your expertise, extracted in structured interviews and written in your voice.
- **Editing & proofreading** — developmental, copyediting, and proof passes.
- **Cover design & interior formatting** — packaging built for the Amazon thumbnail.
- **Amazon KDP publishing** — categories, keywords, metadata, upload, done right.
- **Book strategy & marketing** — positioning, launch, and promotion that connects the book to your pipeline.

Risk-free by design: a free sample chapter before you pay anything, so you can verify the voice match first. NDA-backed. 100% of royalties stay with you.

Your next step: bring the reader you want to help, the problem your expertise solves, and one story you never want the book to lose — and let's talk about what your book could do.

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