MEDIA KIT

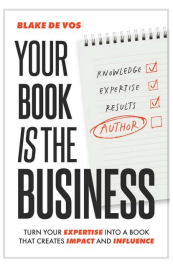
Blake de Vos

Publishing strategist
Founder, Impact Group Publishing and AuthorImpact



> Blake de Vos helps established business owners and experts turn their knowledge into professionally published books that build authority, influence and long-term business value.

Blake explains something business owners are often told to do and rarely shown how: making expertise visible, ownable and valuable, and where a book fits. He speaks as an author who took three years to finish his first book, and as the publisher who now helps experts write theirs in six months.



HIS FOURTH BOOK

Your Book Is The Business

Turn Your Expertise Into a Book That Creates Impact and Influence

28 February 2027 (scheduled) · Impact Group Publishing · ISBN 978-1-7641084-4-7

IMPACT GROUP
PUBLISHING

Interviews and expert commentary

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ABOUT BLAKE

From three years of false starts to helping experts publish in six months



BASED IN

Perth, Western Australia

BOOKS

The 6 Pillars of a Rewarding Life (2022) · Evolve Your Skills (2023) · Publish to Impact · Your Book Is The Business (scheduled 2027)

COMMENTARY ON

Expert visibility and reputation · AI and the future of authorship · The commercial value of publishing beyond royalties · Turning expertise into intellectual property · Self-publishing versus traditional publishing

Extended biography

Blake de Vos is a publishing strategist and the founder of Impact Group Publishing and AuthorImpact, a writing platform built for experts writing their first book. He created and hosted The Idea to Impact Podcast, which ran for 100 episodes on turning expertise into a book.

He understands the problem from the inside. Blake took six years to finish a three-year degree, and his first book, The 6 Pillars of a Rewarding Life, took three years of false starts before he rewrote it in six months once he had a structure. Evolve Your Skills followed in 2023, then Publish to Impact, which reached number one in its Business Writing category. He has sold more than 3,000 copies of his own books through his own advertising, and learnt that the royalties were the least valuable thing those books produced.

Today he works with established business owners, consultants, coaches and advisers who have the expertise but not the book. His commentary focuses on how experts become visible, why documented knowledge is a business asset, where AI does and does not belong in authorship, and what a book returns beyond royalties. He is based in Perth, Western Australia.

> **SHORT BIOGRAPHY · 50 WORDS**
>
> Blake de Vos is a publishing strategist and the founder of Impact Group Publishing and AuthorImpact. He helps established business owners and experts turn their knowledge into books that build authority, influence and long-term business value. His fourth book, Your Book Is The Business, is scheduled for February 2027.

THE BIG IDEA

Most established experts are more skilled than they are visible.

They have spent years building knowledge that clients already pay for, but the market can only see what they make visible, and very little of it ever is. Meanwhile the work goes to people with bigger profiles, and AI is making a lot of experts sound exactly alike.

Blake's argument is that a book is one of the few ways an expert can close that gap on their own terms. Writing it forces them to name and organise what they know, which turns habits into intellectual property. Publishing it gives a stranger hours with their thinking before a first meeting. And owning it means the asset keeps working: in introductions, content, speaking invitations and client relationships, long after launch day.

Your Book Is The Business sets out that approach in full. It is the foundation of how Blake works with authors, and the source of the topics he speaks on.

Authority

Trust is built before the first meeting, by the time someone spends with your thinking.

Ownership

Documented expertise is intellectual property. A book is an asset you own outright.

Opportunity

The return arrives as introductions, invitations and clients, rarely as royalties.

Your Book Is The Business: the five parts

PART I **The Invisible Expert** Why the best person in a market is so often not the best known, and what it costs them.

PART II **The Ownership Era** Why expertise published on rented platforms keeps disappearing, and what it means to own it instead.

PART III **The Impact Engine** How a book finds the right reader, builds trust and keeps creating content and opportunities.

PART IV **Build The Asset** Finding the right book, building the intellectual property and writing it in six months.

PART V **The Author-Led Business** What a book returns over the long term, and how to measure it properly.

EXPERT MEDIA TOPICS

Each topic stands on its own as a conversation. The book supplies the examples, not the agenda.

01 · EXPERT VISIBILITY AND REPUTATION

Why the most qualified expert isn't always the one getting hired

In most industries, the work goes to the person the client has heard of, not necessarily the person who is best at it. Blake explains why skilled experts stay invisible, what it costs them, and what actually changes how a market sees someone.

- The visibility gap: you can explain in ten minutes what took you ten years to learn, and the people who could hire you have never heard of you (ch. 1–2)
- Referrals can build a great business, but there is a limit to how far they travel when almost nobody can see your work (ch. 1)
- Authority rarely arrives as a transaction; it shows up as faster understanding, better introductions and warmer first meetings (ch. 23)

AUDIENCE TAKEAWAY

Being good is not the same as being known. Visibility is something experts have to build deliberately.

WHY BLAKE

Blake works with established business owners at exactly this point, and his own books introduced him to people he would never otherwise have met.

02 · AI AND THE FUTURE OF AUTHORSHIP

AI can write a book in an afternoon. But should it?

AI has made competent content cheap and everywhere, and a lot of experts now sound the same. Blake is not anti-AI; he uses it in his business. He argues for a clear line between what it should help with and what an expert must never hand over.

- Clients were never really buying information; they were buying judgement, and judgement is what AI-written content strips out (ch. 9–10)
- Where AI genuinely helps: doing more with the knowledge an expert already has (ch. 10)
- Why a book written by a human is becoming a stronger signal of expertise, not a weaker one (ch. 10)

AUDIENCE TAKEAWAY

Use AI to get the book done faster. Don't use it to replace the thinking that makes the book worth reading.

WHY BLAKE

Blake built AuthorImpact, a writing platform for experts that includes AI support, so he works on both sides of this question every day.

03 · THE COMMERCIAL VALUE OF PUBLISHING BEYOND ROYALTIES

I sold more than 3,000 books. The royalties weren't the biggest win.

Blake sold more than 3,000 copies of his own books through advertising and found that, once the cost of reaching readers was counted, royalties were not where the value was. He breaks down what a book actually returns to a business, and why measuring it like a product is the mistake.

- The three returns of a book: what writing it does to your own thinking, how the market sees you, and what finally shows up in the numbers (ch. 23)
- Why one right reader can be worth more than thousands of sales for an expert with a premium service (ch. 23)
- A book keeps producing content, introductions, speaking invitations and reasons to reconnect with people you already know (ch. 14–15)

AUDIENCE TAKEAWAY

Judge a business book by the opportunities it creates, not the copies it sells.

WHY BLAKE

He has run the experiment with his own money, his own books and his own advertising, and changed his mind because of the results.

04 · TURNING EXPERTISE INTO INTELLECTUAL PROPERTY

Your expertise is your greatest business asset. Why haven't you documented it?

Most experts carry their best thinking around as habits: things they do instinctively and explain differently every time. Blake explains how documenting that knowledge turns it into intellectual property a business can teach, package and build on, and why most experts have already written more of it than they think.

- You forget which parts were hard to learn; that is exactly the knowledge clients pay for (ch. 18)
- Your book already exists in proposals, client calls and the frameworks you repeat every week (ch. 7)
- Start with the reader's problem, not your life story; it is the problem a stranger picks the book up for (ch. 7–8)

AUDIENCE TAKEAWAY

If your expertise only lives in your head, the business depends on you being in the room.

WHY BLAKE

Helping experts pull frameworks out of their heads and into a structured manuscript is the core of what Blake and his team do.

05 · SELF-PUBLISHING VERSUS TRADITIONAL PUBLISHING

Why business owners don't need to wait for a traditional publishing deal

When experts ask whether they should 'go with a real publisher', Blake says they usually mean they want someone to accept them. He separates what a publisher actually provides from the feeling of being chosen, and is fair about when a traditional deal is still the right call.

- Editing, design and distribution are hireable; acceptance is a feeling the old model taught people to chase (ch. 4)
- A traditional deal still suits some books, but waiting up to two years for a short shelf life is a serious trade for an expert who wants the book working in their business (ch. 4)
- Much of publishing's professional talent now works independently, so a professional team is available without a deal (ch. 4)

AUDIENCE TAKEAWAY

The question isn't 'who will choose me?' It's 'who do I want beside me while I build this?'

WHY BLAKE

He runs a publishing company that works outside the traditional model, and has published his own books the same way.

Ten interview questions

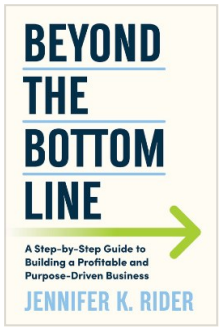
1. Why do the most qualified experts so often lose work to people with bigger profiles?
2. You took six years to finish a three-year degree. How did someone who didn't see himself as a writer end up running a publishing company?
3. Your first book took three years, and you rewrote it in six months. What changed?
4. AI can produce a manuscript in an afternoon. What should business owners use it for, and what should they never hand over?
5. You've sold more than 3,000 copies of your own books. Why do you say the royalties weren't the biggest win?
6. What does it actually mean to turn expertise into intellectual property?
7. When does a traditional publishing deal make sense, and when doesn't it?
8. Most experts could write more than one book. How do they work out which one to write first?
9. What does a book actually do inside a business once launch day is over?
10. For someone who has been saying 'one day' about their book for years, what is the first practical step?

Published work and experience

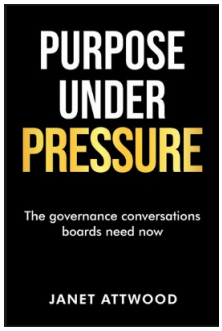
The Idea to Impact Podcast	Creator and former host	100 episodes on turning expertise into a book. No longer in production.

IMPACT GROUP PUBLISHING

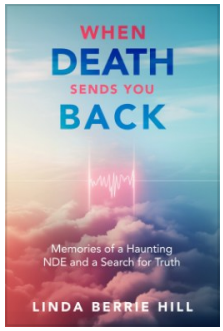
Books we've published



Beyond The Bottom Line
Jennifer K. Rider



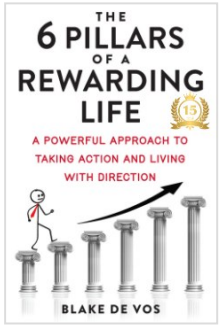
Purpose Under Pressure
Janet Attwood



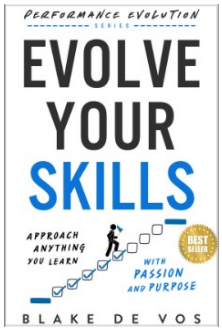
When Death Sends You Back
Linda Berrie Hill

Blake's own books

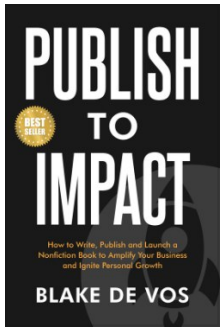
More than 3,000 copies of Blake's own books sold through his own advertising. Publish to Impact reached number one in its Business Writing category. His books are available through Amazon.



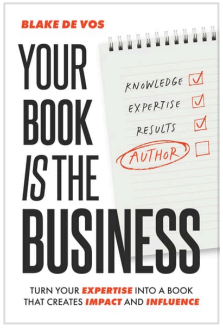
The 6 Pillars of a Rewarding Life
2022



Evolve Your Skills
2023



Publish to Impact



Your Book Is The Business
Scheduled
February 2027

From the authors

"I've moved into a couple of paid board roles, and having the book certainly helped. I'm doing speaking gigs, a lot more facilitation work, and I've just been brought on as an expert partner. Being a published author gives me that credibility and a real point of difference."



Janet Attwood
Author of Purpose Under Pressure

"After all the planning, the writing part came pretty easily. I hadn't planned to start until January — but after building the outline, I just kept going."



Jennifer K. Rider
Author of Beyond The Bottom Line

MEDIA RESOURCES

Book Blake as an expert, not only as a launch guest

Interviews and expert commentary

Available for interviews and expert commentary on expert positioning, authorship, publishing and AI in writing. In person in Perth, or remotely anywhere. Subject to confirmation; please include your deadline.

blake@impactgrouppublishing.com · impactgrouppublishing.com/media

Approved photography and cover



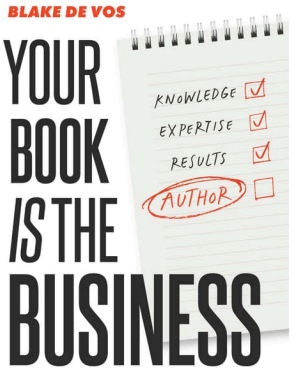
Author headshot
JPG · 2400 × 3000



Editorial portrait
JPG · 2400 × 3200



Author with book
JPG · 2400 × 3600



Front cover
JPG · 1800 × 2700

Downloads

Full-resolution photos, the cover, both biographies and this kit at **impactgrouppublishing.com/media**

Author headshot	JPG · 2400 × 3000
Editorial portrait	JPG · 2400 × 3200
Author with book	JPG · 2400 × 3600
Front cover	JPG · 1800 × 2700
Short biography	50 words · TXT
Extended biography	195 words · TXT
Media kit	PDF · A4

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