LEADERS

GLOBAL LEADERS TO FOLLOW · BY XRAISED

NO. 11 · 2024 EDITION

AUTHORITY IN PRINT

Why the right book can open doors no pitch deck ever will

DONE FOR YOU

A five-step process, one person responsible, zero ghostwriting shame

80 MILLION READERS

The PR machine that puts Bookspert authors in front of real audiences

COVER STORY · P. 4

The Book Is the Business Card

Gianmarco Giordaniello

Bookspert

CEO & CO-FOUNDER

EDITOR'S LETTER

A word *before we begin*

Every issue of Xraised Magazine begins with a question: whose story is worth telling, and why now? With Gianmarco Giordaniello and Bookspert, the answer to both halves of that question felt unusually clear.

The authority economy is real. Founders and executives are increasingly judged not only by what they have built but by how visibly and credibly they can articulate what they know. A book remains the most durable signal of that credibility — and yet the gap between intending to write one and actually publishing it is, for most people, permanent. Bookspert exists to close that gap, and the model it has built to do so is more considered than the done-for-you category usually suggests.

What struck us most was the alignment of incentives: clients keep their royalties, the PR infrastructure is already in place, and the process is structured around a single point of accountability. That is not a typical publishing arrangement. It is the kind of thinking that belongs in these pages.

— The Xraised editors

Contents

2 EDITOR'S LETTER
Why the book is still the ultimate authority signal

3 COMPANY PROFILE
About Bookspert

4 COVER STORY
The Book Is the Business Card

6 THE FEATURE
Gianmarco Giordaniello: the book is the business card

8 YOUR STORY
Get featured in Xraised Magazine

ON THE COVER

Gianmarco Giordaniello
CEO & Co-Founder, Bookspert

About *Bookspert*

Bookspert

BOOKSPERT.COM

WHAT THEY DO

Bookspert is the publishing arm of Xraised, helping founders, executives, and experts turn their ideas into published books through a done-for-you service covering writing, production, publishing, and global PR.

90,000 readers NEWSLETTER REACH	**300+ outlets, 80M potential audience** PR OUTLET REACH
50+ worldwide PUBLISHING PARTNERS	**100% on first book** AUTHOR ROYALTIES

GIANMARCO GIORDANIELLO · CEO & CO-FOUNDER, BOOKSPERT

The Book Is the Business Card

GIANMARCO GIORDANIELLO · CEO & CO-FOUNDER, BOOKSPERT

Gianmarco Giordaniello built Bookspert on a simple conviction: for founders and executives, nothing builds authority like a published book.

The company's own account of its origins is blunt about this: it was started because a book is the most credible thing a leader can put their name on, and almost nobody has the time to write one alone.

The Book Is the Business Card

GIANMARCO GIORDANIELLO · CEO & CO-FOUNDER, BOOKSPERT

There is a version of professional credibility that no LinkedIn profile, no keynote slot, and no carefully worded biography can quite replicate. It sits on a shelf. It has a spine. It has your name on the cover. Gianmarco Giordaniello, CEO and co-founder of Bookspert, has built an entire company around that observation — and around the equally practical observation that almost no one who ought to write a book ever finds the time to do it alone.

Bookspert is the publishing arm of Xraised, a PR company whose stated purpose is to put experts in front of audiences. The logic connecting the two is direct: if the goal is visibility and authority, a book is among the most durable instruments available to a founder or executive. The company's own account of its origins is blunt about this: it was started because a book is the most credible thing a leader can put their name on, and almost nobody has the time to write one alone.

That tension — between the value of authorship and the practical difficulty of achieving it — is the gap Giordaniello has positioned Bookspert to fill. The company's clients are founders, executives, and experts: people who have something worth saying and a professional reason to say it in long form, but whose working lives do not easily accommodate the sustained solitude that writing a book demands.

The service Bookspert offers is deliberately comprehensive. Clients are paired with a writer matched to their voice and field. The process follows a five-step path, with a single person responsible for the book at every stage — a structural choice that addresses one of the more common frustrations in collaborative publishing, where accountability tends to dissolve across teams. From that initial pairing, Bookspert handles the full production chain: custom cover design, interior layout, eBook formatting, and publication on Amazon, with printed copies delivered to the client's door.

What distinguishes Bookspert's model from straightforward ghostwriting or vanity publishing is the promotional infrastructure attached to it. A finished book, however well produced, requires an audience. Bookspert's answer to that problem draws on Xraised's existing reach: a 90,000-reader newsletter, relationships with more than 50 publishing partners, and a global PR campaign that places authors across more than 300 outlets, reaching a potential audience of 80 million. Book creators across the United States, the United Kingdom, Canada, Europe, Latin America, and India review and recommend titles to a combined following of more than 10 million.

The royalty arrangement is worth noting. Clients keep 100 per cent of the royalties on their first book. The company is explicit about its reasoning: the goal is to build the author's audience, not to take their revenue. It is a model that aligns Bookspert's incentives with the client's long-term interests rather than with the immediate transaction.

Bookspert frames the published book not as an end point but as a career instrument — one that can generate speaking engagements, TEDx invitations, media interviews, and higher fees. The book, in this reading, is less a product than a platform: something that changes how an expert is found, perceived, and approached. The company notes that a global PR campaign ensures Google finds clients as authors, not merely as professionals in their field — a

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distinction that matters in an attention economy where search results shape reputation.

Independent reviewers on Trustpilot describe the experience in terms that reflect the company's stated priorities: a clear and professional approach, a process that feels supportive, structured, and easy to understand. The characterisation of Bookspert as a strong option for entrepreneurs, professionals, and anyone seeking guidance across writing, publishing, and marketing suggests the service is landing with the audience it was designed for.

Giordaniello's company operates at the intersection of two industries — publishing and public relations — that have historically kept a certain distance from each other. Publishing has tended to treat promotion as secondary; PR has rarely concerned itself with the long-form intellectual work that a book requires. Bookspert's proposition is that the two are inseparable, at least for the kind of client it serves. A book without an audience is a missed opportunity. An expert without a book is leaving credibility on the table. The company exists, in essence, to close both gaps at once.

For Giordaniello, the opportunity is structural as much as commercial. The market of founders and executives who have the standing to write a book, the story worth telling, and the professional incentive to do so is large. The number who have actually done it remains, by any measure, small. Bookspert's bet is that the barrier is not ambition but logistics — and that a done-for-you model, built around genuine promotional reach, is the thing that finally makes the difference.

AT A GLANCE

- Publishing arm of Xraised, a PR company built to put experts in front of audiences
- Serves founders, executives, and experts seeking published-author credibility
- Five-step process with a single person responsible at every stage
- Book creators across US, UK, Canada, Europe, LatAm, and India — 10M+ followers
- Clients keep 100% of royalties on their first book

LEADERS

YOUR STORY, NEXT

Get featured in *Xraised Magazine*

One issue, one story: a founder or a company, written and designed by the team behind 1,000+ interviews, and made to be read and shared.

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