



# THE CREDIBILITY CODE

Why 93% of Industry Leaders Publish  
Books (And How You Can Join Them in  
Just 15 Hours)



By **Aanu Clement David-Olawade**

*For PenPixel Digital Press*



# THE £100,000 DECISION SOME EXPERTS NEVER MAKE

Most successful people all have one thing in common: a book. They didn't write a book **after** they became successful. Their books were vehicles that **accelerated** their success. They understood that a book is the ultimate credibility builder, door opener, client attractor, and revenue generator, among many other things.

# ARE YOU MAKING THESE COSTLY BUSINESS MISTAKES?

## **Most experts and business owners:**

- Compete on price (losing up to 60% potential revenue)
- Hit income plateaus (often at the £50k-£100k mark)
- Struggle to stand out in overcrowded markets
- Work increasingly harder for diminishing returns
- Spend 40%+ of their time chasing potential clients
- Miss opportunities for speaking engagements and media exposure
- Feel their expertise remains undervalued and overlooked

# THE TRANSFORMATION:

## Before & After Publishing

WITHOUT A BOOK	WITH A BOOK
Seen as a service provider	Recognised as a trusted authority
Treated as a commodity	Valued as a premium brand
An unknown voice in the crowd	A respected industry/thought leader
Invisible to ideal clients	Visible to high-value opportunities
Constantly chasing prospects	Being sought after by ideal clients
Single income stream	Multiple revenue channels
Knowledge trapped in your head	Legacy and impact that outlasts you
Unfulfillment	Happiness, Fulfillment, and Prestige

*The question isn't if you **need a book**, it's **how much longer** can you afford to be without one?*

# THE REVENUE IMPACT

## Our clients typically experience:

- 37% increase in consulting/service fees within 90 days
- 4.2x more media opportunities and publicity
- 68% higher conversion rate
- 3x faster closing of high-value clients
- New revenue streams from speaking, training, and partnerships

*Book your complimentary call (worth £100) to get started here:*  
[bit.ly/BECOMEANAUTHOR](https://bit.ly/BECOMEANAUTHOR)

# THE MYTHS HOLDING YOU BACK

*"I need to be a brilliant writer" - FALSE. Our ghostwriters capture YOUR voice and ideas.*

*"It takes years to write a book" - FALSE. Our clients are published in 4-6 months.*

*"I must have decades of experience" - FALSE. Your unique perspective is valuable now.*

*"My story isn't interesting enough" - FALSE. Your solutions to problems are exactly what others need.*

# YOUR UNTAPPED VALUABLE BOOK IDEA

**You already possess everything needed for a powerful book:**

- *Lessons you've learnt*
- *Mistakes you've overcome*
- *Problems you've solved*
- *Your unique methodologies*
- *Your expertise and insights*
- *Your personal journey*

*These are precisely what others are desperate to learn.*

# WHAT'S REALLY KEEPING YOU FROM PUBLISHING?

**If you're like most busy professionals we work with, it's not ideas holding you back. It's:**

- **Time:** *Finding 1000+ hours to write, edit and publish seems impossible*
- **Expertise:** *Having the right skills to organise your thoughts into the right format*
- **Process:** *Navigating the confusing world of publishing without expensive mistakes*



# THE 15-HOUR SOLUTION

You don't have to do all the hard work by yourself to become a published author, you can become a published author with about 15 hours of your time.

Our clients are typically published in 4-6 months, while investing only 10-15 hours of their actual time in conversations with us. We handle everything else with our team of professionals at PenPixel Digital Press.

# SAVE YOURSELF TIME & MONEY

Working with us delivers measurable savings:

- Save 1000+ hours of writing time: We handle the entire writing process in YOUR voice while you focus on your business
- Avoid £2,000+ in costly rookie mistakes: No wasted money on poor editing, unprofessional design, or ineffective distribution
- Eliminate the 6-month publishing learning curve: No need to research formatting, design specifications, or platform requirements
- Prevent expensive rewrites (saving £2,000+): We get your book structure right from the start using our proven framework
- Reduce marketing costs by 60%: Your book becomes your most cost-effective marketing asset, working 24/7 on your behalf
- Save £3,000+ on professional services: Our package includes services that would cost significantly more if purchased separately

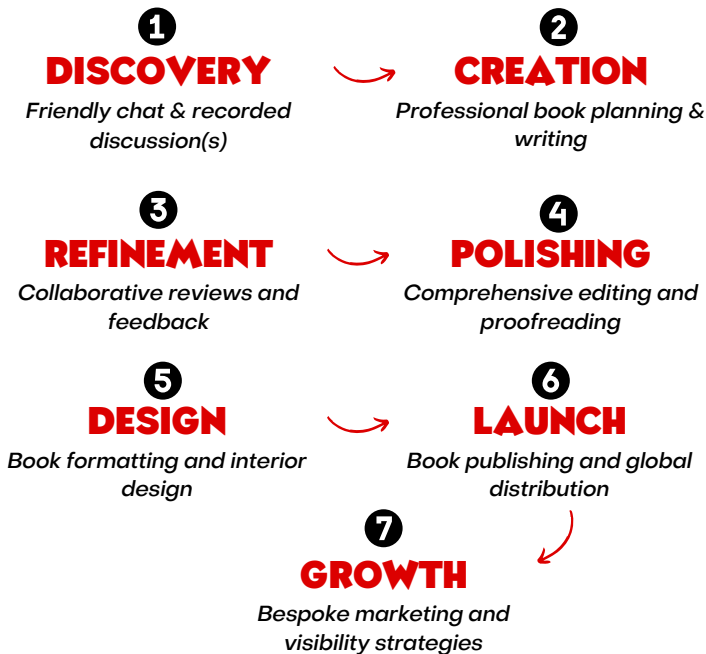
*The real cost is not publishing, delaying your book may be costing you £50,000-£100,000+ in lost opportunities and revenue each year.*

# HOW WE MAKE IT EFFORTLESS

We provide a complete white-glove service:

- Professional Ghostwriting in YOUR tone and voice
- Transcription (videos/audios/courses to books)
- Interview transcription and content transformation
- Premium book cover designs that command attention
- Expert editing and proofreading
- Book Publishing (whether you write with us or not)
- Complete publishing and distribution management
- Done-For-you LinkedIn setup/optimisation for author status
- Printing support and bespoke marketing strategies

# OUR PROVEN 7-STEP JOURNEY



# HEAR FROM SOME OF OUR AUTHORS

"Aanu Clement David-Olawade, you are amazing.

From the very first conversation we had over the phone to meeting in person.

You were intentional. Excellence was your watchword, and I am grateful for the speed and quality with which the publishing came together.


You and your team worked tirelessly to make the book available. I'm so blessed our paths crossed. I recommend PenPixel Digital Press 100% if you are looking to publish your book.'

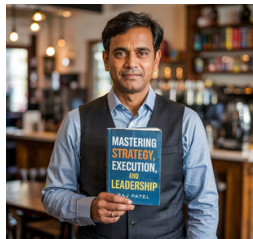


– **Abi A. (United Kingdom)** 



"The publishing process was pretty straightforward. Six months on, and my book has brought in consulting clients I couldn't have reached otherwise."

– **Raj P. (US)** 



# HEAR FROM SOME OF OUR AUTHORS

"Working with PenPixel Digital Press was my best business decision in recent times. My book positioned me as an authority in my field and generated over \$20,000 in new consulting contracts within 6 months. The best part? I never had to write a word, yet everyone says they heard my voice while reading the book, as it sounds exactly like me."

– **Claire T. (US)** 



"Aanu leads a truly reliable team that knows their craft. Their delivery is top-notch, and they genuinely listen to authors, helping to turn creative visions into reality."

Highly recommended for anybody looking for a supportive and skilled publishing partner.."

– **Toyin I. (United Kingdom)**



# HEAR FROM SOME OF OUR AUTHORS

"It was an absolute pleasure working with Aanu Clement David-Olawade on the manuscript of my book, 'The Awakened Nurse.'"

Aanu handled the proofreading, formatting, interior design, and cover design with exceptional professionalism and creativity. Her understanding of my vision for the book was spot-on, and she executed every detail with meticulous care.

Despite the tight timelines, Aanu delivered the book without compromising on quality, demonstrating her commitment and efficiency.

Her proactive approach was particularly impressive; she attended to even the smallest details that I initially considered less significant, ensuring everything was perfected to the highest standard.

Aanu's constant presence and readiness to assist at every stage made the entire process smooth and stress-free.

I am immensely thankful for her dedication and hard work, and I highly recommend her services to anyone looking for a skilled and reliable editor, designer and publisher.

– **Dina P. (United Kingdom)** 



"Publishing with PenPixel was straightforward and professional from start to finish."

– **Richard W. (United Kingdom)** 



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– **Olivia C. (Netherlands)** 



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"A lot of people have made positive comments on the book cover alone, even without reading the book."

It does look captivating, and it has the exact representation of what I wanted. Thank you."

– **Tokunbo I. (United Kingdom)** 





# HEAR FROM SOME OF OUR AUTHORS

This is a Heartfelt Thank You to the PenPixel Digital Press Team

I want to take a moment to extend my heartfelt thanks to you all for the exceptional work you've done in bringing my vision to life.

From the meticulous editing to the seamless book management, your professionalism and attention to detail have been nothing short of extraordinary.

The late nights, the extra miles, and your unwavering dedication to making sure the triple bundle books came to life in record time — all of this has meant so much to me.

Working with you on such a tight timeline—less than three months from start to finish—was a challenging yet rewarding experience, and I truly couldn't have done it without your support.

A special thanks to you, Aanu Clement David-Olawade, for your consistent communication and guidance and for your reassuring words and nudges that helped ease my anxiety along the way.

— **Olayinka A. (Ireland)** 🇮🇪



# YOUR INVESTMENT DELIVERS:

- A professionally written and published book
- Complete done-for-you service
- Global distribution on Amazon and major retailers
- 100% copyright ownership
- A permanent credibility asset
- Multiple new revenue opportunities
- Industry authority status

# THE NEXT STEP

**Limited Availability:** We only take on 3 new authors per month to ensure premium quality and attention.

Book your complimentary call (worth £100) to get started here: [bit.ly/BECOMEANAUTHOR](https://bit.ly/BECOMEANAUTHOR)

**During this call, we'll:**

- Assess your book concept and potential
- Provide a clear timeline to publication
- Outline the specific process for your unique journey
- Answer all your questions about the journey

*"Your knowledge, as a book, opens doors you never knew existed"*

*"Your expertise and experiences could change someone's life today."*

# REFERRAL REWARD

***Do you also know someone who could benefit from becoming a published author? Kindly refer them to us and receive 5% of their package price as our thank you.***

*The more successful authors you help create, the more rewards you earn.*



*Email:*

[info@penpixeldp.com](mailto:info@penpixeldp.com)

*Call/Whatsapp:*

+4479-2517-1979

*...everybody has a book in them, including you*

