

The **RAPIDRESPONSE** Publishing Roadmap™

Highpoint Executive Publishing is pleased to offer a speedy, economical **RAPIDRESPONSE Publishing Roadmap** for clients who want to immediately understand and execute a strategy to monetize their intellectual property in today's rapidly evolving publishing marketplace through globally published books, ebooks and social media.

A Profitable Vehicle to Grow Your Business

You'll benefit from this service if:

1. You're a CEO looking to supercharge brand recognition and sales.
2. You have valuable intellectual property and a unique value proposition that you wish to monetize on a larger scale.
3. You're looking for guidance in navigating the world of major imprint book and magazine publishing.
4. You're producing a new product or service and want to get the word out in multiple media and social networking platforms.
5. You wish to become recognized as a thought leader.
6. You're looking to take your career and business to the next level in recognition and success.

Scope of Service, Delivered in One Week

Highpoint's **RAPIDRESPONSE Publishing Roadmap** offers one-week IP and publishing strategy assessment and go-forward blueprint based on 50 years of collective experience in major-brand publishing and marketing. This includes:

1. In-Depth Telephone Interview and Research: We will conduct a one- to two-hour phone interview with you to determine the nature and scope of your IP and unique value proposition, as well as your business goals. Under NDA we will also review all pertinent company information.

2. RAPIDRESPONSE Communications & Publishing Analysis: Within one week you will receive a complete, detailed analysis of your IP and proprietary content with respect to

messaging to your target markets and distilling the key messages you need to convey per your articulated obstacles and other issues. This will include:

- A complete review of your communication platform, from information architecture to messaging and branding.
- Analysis and review of the market, including target segments, positioning, and value proposition.
- Recommended go-to-market plan that allows you to make informed decisions on your publishing strategy. This includes a specific roadmap for successfully publishing your book, expanding knowledge of your unique IP and value proposition, and quickly building your marketplace base to achieve the results you need to get your venture or career to the next level.
- A summary phone discussion with you in which we carefully review the findings and determine your plan of action for moving forward.

Rapid Delivery Date: We will deliver an in-depth analysis and go-forward blueprint within one week of contracting. **Fee:** \$2,500

Fifty Years of Publishing and Marketing Expertise

Highpoint Executive Publishing principals Michael Roney and Michael Utvich offer over 50 years of collective high-level experience and success in international book publishing and major brand marketing.

MICHAEL RONEY

Michael Roney is an award-winning publishing pro for strategic B2B and B2C communications, including editorial direction, marketing and licensing, and book series acquisitions and management. A pioneer and innovator at Random House, John Wiley & Sons, Bantam, and IDG Books Worldwide, he has published scores of books and related interactive media products generating millions in sales. With *Forbes Magazine* he has created customer-facing editorial products for Microsoft, Novell, AT&T, Alcatel Lucent, British Airways, Qantas, Lufthansa, Samsung, Verizon, Sybase, Nokia, T-Mobile, American Express, and other global organizations.

Specialties:

1. **Publishing Strategy**
2. **Content Design and Development**
3. **Communications & Messaging**
4. **Partner Development**

MICHAEL UTVICH

Michael Utvich is a veteran content strategy consultant to Fortune 500 companies, with a focus on delivering high-value content via electronic and print media. Michael has a 30-year professional background in high technology product launch, branding, communications and media. He is the author of nine books on computer software and new technologies over the last 20 years. His client list includes IBM, Xerox, Microsoft, Oracle, Sun Microsystems, Adaptec, Nissan, Toyota, Honda, Lexus, Scion, Warner Bros., Paramount, Century 21, Coldwell Banker, McDonalds, Exxon Mobil, and JB Oxford as well as a number of high technology specialty ventures and startups. He has taught interactive media development and writing at UCLA Extension, USC Cinema TV, American Film Institute (AFI), and California State University.

Specialties:

1. **Brand & Product Launch Strategy**
 2. **Social Media & Global Network Strategy**
 3. **Sales Media & Marketing Communications**
 4. **Content Development**
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Custom Services: Looking Beyond RAPIDRESPONSE

Based on our **RAPIDRESPONSE** assessment and your priorities going forward, we also can provide you with a number of high-value customized services.

1. **Design, Format and Package IP for Publishing Marketplace:** Expand and fine-tune your IP, philosophy and value proposition for the publishing marketplace, then package this information for distribution in print and electronic media
2. **Website Re-envisioning:** We can redesign your online information architecture to better leverage your IP and unique value proposition.
3. **Packaged Messaging:** We can provide design and delivery of visual "packages" you can use to easily and effectively communicate your unique value proposition to both businesses and consumers so that you quickly get the traction you need.
4. **Book Development:** We can manage the book creation process, including editing and publishing it as both an on-demand print edition and eBook on Amazon and scores of other retail sites, with a quantity of bound volumes for your direct promotional use.
5. **Literary Representation:** We will complete a full proposal and reworked/polished sample chapter immediately and present to publishers, developing the balance of the

manuscript concurrently with the agenting process to ensure the fastest delivery to market possible as a self-published book in print and ebook formats. We can get your proposal read by editors and publishers we know at all of the top houses and their specialized imprints, including but not limited to:

- Amacom
- Beacon
- Holt
- Berkley
- Random House
- Crown (Random House)
- Harper Collins
- Hearst (Sterling)
- Holt
- Houghton Mifflin
- Hyperion
- Little Brown
- McGraw-Hill
- Norton
- Palgrave
- Penguin
- Simon & Schuster
- St. Martin's
- Warner
- Wiley

6. Ongoing Marketing/Communications: We can create and manage public marketing and communications to assure that you get maximum ROI for your efforts.

"Since publishing my book, business has increased by over 30%, and this valuable marketing tool continues to provide impact."

- Ziad Khoury, President, Frontline Performance Group; Author, FRONTLINE PROFIT MACHINE, Amazon and USA Today #1 Business Bestseller

Call us today to initiate your own one-week *RAPIDRESPONSE* analysis or to discuss any of our services or benefits.

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