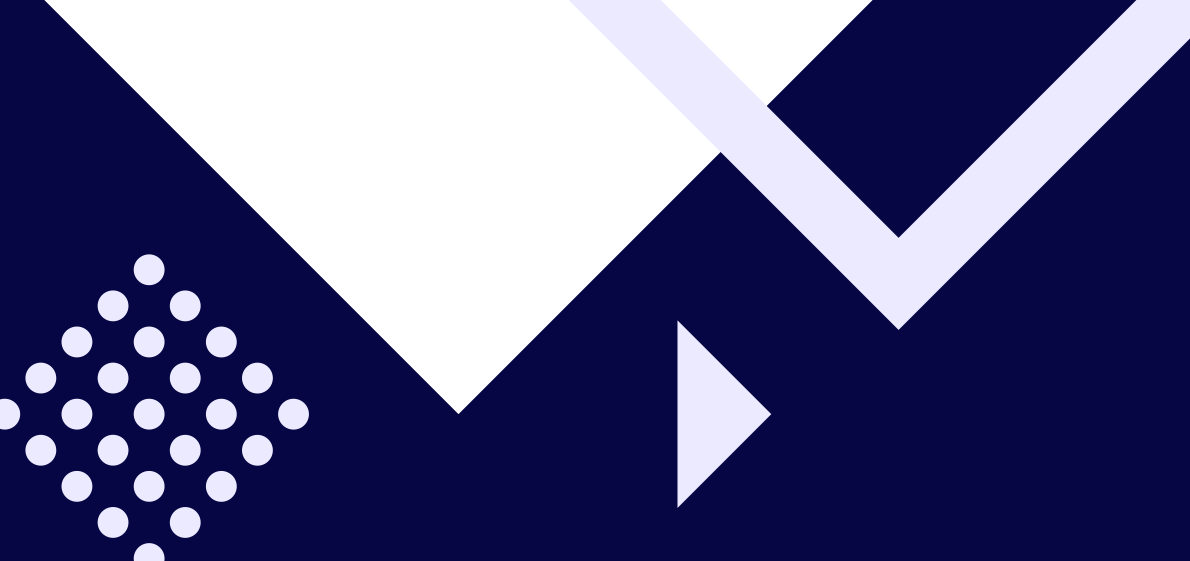




MEDIA KIT



KRISTEN WHITE

Founder, Business Beyond Your Book™



PODCAST INTRODUCTION

Kristen White is the founder of Business Beyond Your Book™ and believes the publishing industry has sold nonfiction authors the wrong dream. A former television journalist, host of two television series, documentary filmmaker, and author of three books, she's spent more than two decades helping experts transform their ideas into influence. Kristen has helped build more than 1,000 author platforms, coached over 250 authors in developing TEDx-style talks, and guided authors in turning their books into speaking careers, media opportunities, television concepts, and thriving businesses. Today, she helps nonfiction authors stop asking, "How do I sell more books?" and start asking, "What else can this book become?"

SHORTER VERSION

Kristen White is the founder of Business Beyond Your Book™, a former television journalist, documentary filmmaker, television host, and three-time author. After spending more than two decades in media and helping build over 1,000+ author platforms, she believes the publishing industry has taught authors to chase the wrong goal. Her work helps nonfiction authors transform their books into TEDx Talks, speaking careers, media opportunities, and businesses built around their expertise. Her message is simple: your book isn't the finish line—it's the beginning of everything that comes next.

BOLD VERSION OPTION

Kristen White believes we've taught nonfiction authors to dream too small.

While the publishing world tells authors to focus on selling books, Kristen argues the real opportunity lies in developing the ideas inside those books into TEDx Talks, media appearances, speaking careers, television concepts, and thriving businesses. A former television journalist, host of two TV series, documentary filmmaker, and author of three books, she's helped build more than 1,000 author platforms and coached over 250 authors in developing TEDx-style talks. She's the founder of Business Beyond Your Book™, where she's helping redefine what success looks like after publishing.



15 MEDIA-READY QUESTIONS

What opportunities are most nonfiction authors overlooking because they're so focused on selling books?

Why do some books become TEDx talks, documentaries, or television series while others disappear after launch?

Authors spend thousands of dollars on book marketing every year. Where do you think they're investing in the wrong things?

If you sat down with an author whose book had completely stalled, what would be the first thing you'd change—and it probably wouldn't be the book itself?

You believe most nonfiction books are "unfinished intellectual property." That's a provocative statement. What does it mean?

You say the publishing industry has sold authors the wrong dream. What do you mean by that, and what has it cost nonfiction authors?

How can one nonfiction book become a speaking career, consulting business, podcast, television concept, or even a movement?

What's the biggest misconception authors have about getting booked on television, podcasts, or major speaking stages?

You've worked inside television news and the entertainment industry. How do producers actually decide who gets invited on air?

You've interviewed thousands of experts over your career. What separates the people who become unforgettable from those who simply have good information?

Why do so many smart, talented authors feel disappointed after publishing—even when they've written a great book?

What's the difference between marketing a book and developing an idea? Why does that distinction matter?

If every nonfiction author listening today remembered just one thing from this conversation, what would you want it to be?

You've helped more than 250 authors develop TEDx-style talks. What makes an idea worthy of a stage?

You often say, "Your book isn't the business." If that's true, what is the business?



BONUS "MIC DROP" QUESTIONS

What's the biggest lie nonfiction authors believe?

Why do you say Amazon isn't where careers are built?

Can a mediocre book create an extraordinary career?

What's the most expensive mistake authors make after publishing?

Why do you believe the book launch is actually Day One?

What does the publishing industry get completely wrong about success?

Why do some authors build movements while others simply publish books?

If book sales aren't the best measure of success, what is?



QUESTIONS I WISH MORE PODCAST HOSTS WOULD ASK

What if the publishing industry has been measuring success all wrong?

What opportunities are authors missing because they're focused on selling books?

How do television producers really find guests—and why isn't it usually through a book?

Why are so many nonfiction books only using a fraction of their potential?



KRISTEN WHITE

Kristen White is the founder of Business Beyond Your Book™, a movement helping nonfiction authors transform their books into speaking careers, media opportunities, television concepts, consulting businesses, and lasting platforms of influence.

A former television journalist, television host, documentary filmmaker, and three-time author, Kristen has spent more than two decades helping experts, entrepreneurs, and thought leaders turn powerful ideas into compelling stories that audiences remember. Throughout her career, she has interviewed thousands of business leaders, innovators, and changemakers, gaining a rare insider's perspective on what actually earns attention from television producers, conference organizers, podcast hosts, and the media.

Kristen believes the publishing industry has sold authors the wrong dream. While most publishing advice focuses on launching books and increasing sales, she argues that the greatest opportunity begins after publication. Her philosophy is simple: a book isn't the destination—it's the beginning of a much bigger conversation.

Over the course of her career, Kristen has helped build more than 1,000 author platforms, coached over 250 authors in developing TEDx-style talks and keynote presentations, interviewed hundreds of authors for television and podcasts, and helped experts transform their books into recognizable brands, media opportunities, and successful businesses. Her work has supported authors in developing television pitches, documentary concepts, signature presentations, online education, and authority platforms that extend far beyond the printed page.

As the host of two television series, a podcast reaching more than 300,000 listeners, and the director and producer of an Amazon Prime documentary, Kristen has worked on both sides of the camera. She understands not only how stories are told but why some ideas capture public attention while others never leave the bookshelf.

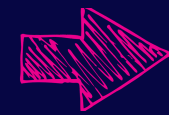
Today, Kristen speaks internationally about the future of nonfiction publishing, thought leadership, media visibility, and intellectual property. Her message challenges conventional publishing wisdom and encourages authors to stop asking, "How do I sell more books?" and start asking, "What else can this book become?"

Whether she's speaking to authors, entrepreneurs, publishers, or business leaders, Kristen's mission remains the same: to help extraordinary ideas reach the audiences—and create the opportunities—they were always meant to inspire.

FREE GIFTS



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BusinessBeyondYourBook.com

A Community for Authors Who Want **More** From Their Book



TURN YOUR BOOK INTO A TED TALK

Share your message on bigger stages.



SPEAK, TEACH & COACH

Turn your expertise into income & influence.



GET SEEN, HEARD & INTERVIEWED

Media, podcasts & publicity that works.



BUILD YOUR BUSINESS

Your book is the key. We help you open doors.



EARN RECOGNITION & BOOK AWARDS

Stand out. Get noticed. Build your credibility.



TURN YOUR BOOK INTO MORE...

Impact, Income & Influence



AUTHOR ROAD TRIP

Book fairs, festivals, conferences & events.

*Your book was never the finish line.
It was the beginning.*

DOWNLOADS

Kristen White Headshot



Business Beyond Your Book Logos





Kristen White believes the most valuable thing an author creates isn't a book; it's an idea capable of changing careers, industries, and lives. The book is simply where that idea begins.



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