Stop Waiting, Start Publishing

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Konsensus

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About this Piece

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CHAPTER 1

Stop Waiting, Start Publishing

Books are the long game.

They won't get you thousands of instant likes or shares. Books won't make you go viral.

But for podcasters, influencers, and creatives in the freedom space, publishing a book acts as a springboard to greater authority and opportunity.

You've got the podcast. The 50k+ X account. The growing Rumble channel. Maybe a paid Substack or Patreon. You already have your big idea.



Even if you haven't said it out loud, it's the reason your audience returns to your socials or show. This idea is embedded within your opinions, your personality, the way you present yourself.

Even against the backdrop of AI agents and infinite scrolling, books are still the best-recognized way to present one big idea. The world still understands that our personal libraries shape our long-term thinking, and that one good book can change a life. Your real thesis, the argument that actually matters, is hiding somewhere in the hours of content you've published.

If you champion self-sovereignty and freedom, you already know that 'you can just do things'. You don't have to be a stuffy college professor to publish a book these days. In fact, cementing your ideas in print could help break the power of those stuffy college professors and their interest in keeping the status quo.

You already wrote the book — you just haven't typed it yet.

So go do it.

1.1 Your Biggest Advantage as a Media Personality

Writing a book does not involve staring at a blank page and waiting for inspiration to strike. You can think of the creation in two parts: **clarifying the ideas**, and **collating and drafting the text**.

You don't have to start from zero. In reality, you've been writing your book for years; it's just scattered across clips, threads, and three-hour conversations nobody has time to rewatch. But now, with all the advice and time-saving tech at hand, it should be manageable to draw out the points that contribute to your thesis and get writing.

Books come in all shapes and sizes. They certainly don't need to be leather-bound 600-page tomes. Many creators and businesses publish valuable guides and books which are much shorter. As long as your thesis is organized with something extra and actionable that your content doesn't already give away for free, it'll be valuable.

"Inspiration exists, but it must find you working." — Pablo Picasso

And here's the good news: you already have an audience to sell it to. That's the hardest part for most authors. Writers can spend years building a receptive audience, but you already have an army of devoted followers who respect and admire you. Successful books are usually written with the target audience in mind, and you know yours very well already.

As long as you offer a book that truly represents your ideas, opinions, personality, values, and outlook, you'll be at a great advantage.

1.2 What a Book Actually Does for You

Up until now, you might have thought of books as an ego boost for celebrities, or as a quick cash grab from creators. It's better to think of books as infrastructure for your business. In the long run, you'll gain a host of advantages from being able to call yourself an author.

Direct revenue. Books offer your audience a low-cost way to buy something from you. This generates sales revenue and can feed a sales funnel — leading audience members toward higher-value products or services.

A time-saving key message. Your book helps you concisely explain what you do, why you do it, and who should pay attention. It's a perfect starting point for prospective listeners or viewers — you can grow your audience by mentioning your book instead of re-explaining yourself in every interview.

Authority. "Published author" opens doors that "podcaster" doesn't — business opportunities, speaking gigs, press passes, sponsorships.

A free content engine. Every chapter is a future post, clip, or quote graphic. That creates a flywheel: you refine your message, publish more content, and grow your audience faster.

Rewarding your premium tier. A signed copy is the easiest high-value reward you'll ever add to a Patreon or paid subscribers page.

Overlap with other authors. Forewords, joint launches, shared audiences, and invitations from like-minded media partners are mutually beneficial.

A hedge against deplatforming. Channels get banned. Algorithms get rewritten. A book doesn't answer to anyone's terms of service. Your words are yours forever.

An evergreen message. A video has a shelf life of days. Articles and social posts rarely resurface after the news cycle buries them. A book sells in year three the same way it sold in week one.

None of these benefits are mutually exclusive. Publishing and promoting your book takes time, but the value it adds to your business can be immense.

1.3 How to get the job done

As with any major task, break it down into smaller steps. If you try to 'sit down and write your book', you'll likely get distracted or find the task too daunting. Here's how to approach the project in seven steps.

Brainstorm. What's the argument people quote back to you the most? Will your book be a how-to, a manifesto, a vision for the future, or life lessons? Mine your own content — what personal stories can you add?

Curate. Which parts of the argument have you already made? Add them to an outline doc. Which tangents will throw you off course? Not everything you've ever said belongs in this book.

Collate. Plug your transcripts and posts into an AI tool and see what trends emerge. Turn those notes into a thorough outline before you try to write a single polished sentence.

Get feedback. Share titles, headlines, and sketches with advisors or friends — what would they change? Write in the open: announce that you're writing a book and share snippets or ideas with your audience. Your most engaged supporters will tell you what's missing before a stranger ever sees it.

Write. Don't use AI here (people can tell, and yes, they care). Write *your* book — full of your experiences, personality, phrasing, and opinions. Divide the work into manageable chunks, e.g. one short chapter per week. Get help from a professional if you need it; most great communicators aren't naturally great long-form writers, and even if someone helps craft the words, it can still be your book.

Plan the release. Think about launch timing, book formats, pricing, and how it fits your content calendar. You're still 2–4 months away from having the book in hand once your manuscript is written.

Publish. Choose the right publishing path for you and prepare to get stuck in. Quality publishing involves editing, cover design, typesetting, formatting, distribution, and months of marketing work.

1.4 The mistakes that kill books before they exist

Even professional authors come up with any number of excuses not to write, and even without legitimate distractions, writers suffer the dreaded block. That usually comes down to one thing: **not believing in yourself.** Support from those close to you is paramount. If you tease your book and share your writing process with your audience, you'll feel the support and public accountability. That is your motivation.

Getting sidetracked with other projects is another typical mistake. With all the digital distractions and endless content in your feed, you will always be busy. We are busy forever. Don't wait until you are 'less busy' or until 'inspiration strikes' — it won't happen. Set a deadline with checkpoints. Treat your book like a release schedule, not a side project that will get done 'someday'.

Perfectionism holds back many first-time authors. Don't let it get the better of you. Get to the end of your manuscript, edit it to make it sharper, then ship the 'minimum viable product'. You can improve the book with

an editor during the publishing process. A finished, imperfect book beats a perfect one that never goes to print.

Underestimating the investment can stop a book in its tracks. Your investment is both time and money, and the two are interrelated — spending less time means adding more money to your budget. There's no free option for publishing a book. Budget accordingly.

Trying to do everything yourself leads to burnout. Your voice and your ideas are the only parts of your book that need to be you. Your core skills lie elsewhere — do you really want to watch hours of tutorials on typesetting software, Photoshop, or Amazon keyword campaigns? Decide what to outsource.

No launch strategy means books that sell twenty copies to existing fans, then go quiet. That lack of momentum kills any chance of wider success. Plan the marketing to run from two months before launch to four months after.

Cutting corners on quality is the final typical error. The freedom and self-sovereignty space already fights a credibility war with mainstream media. A typo-ridden, badly designed book hands ammunition to the people who already think you're not serious — and your audience won't recommend it to others or return for the next one.

1.5 Your three paths to publishing

Once the book exists, you've got three options.

Traditional publishing. Get an agent, attract a publisher, give up most of your royalties, wait years, pray for breakout success. Very few authors ever get through this door at all, and the ones who do hand over 85–90%+ of the upside in exchange. Traditional publishers have larger budgets and hold books to the highest possible quality, and there's a real shot at outsized success — bookstore placement, press, serious marketing. But legacy houses are not exactly lining up to platform privacy-tech, sovereign health, or homeschooling arguments.

Self-publishing. Do it all yourself. Keep 100% of the royalties, control every decision, ship on your own timeline. This works well if you're a marketer at heart or running a genre fiction series where you can repeat the same playbook book after book. But 'do it yourself' means learning developmental editing, line editing, proofreading, interior layout, eBook formatting, cover design that converts in a thumbnail, the difference between CMYK and RGB, ISBN registration, KDP, Lulu, and IngramSpark mechanics, pricing across platforms, and a launch strategy with no publisher's machine behind you. Most self-published books are easy to spot because authors failed to invest the time or money to arm them for conquest.

Hybrid publishing. Pay the professionals up front, keep the ownership, work together to build success. With a hybrid publisher you choose from a range of services — editing, design, production — from people who do this for a living, without handing over your rights or your royalties. You save the year it would take to learn everything self-publishing requires, and you stay in charge of the project, so it still feels like your work. It's faster than traditional, better quality than DIY, and you keep everything. Do your homework and make sure the services you buy offer real value for money.

For most libertarian-minded creators, hybrid is the obvious move. Traditional doesn't want you. Self-publishing costs you the time and the polish you don't have to spare.

1.6 Why we champion freedom

We built Konsensus because hybrid publishing, done right, didn't exist for this niche. Our publishing house began by bringing translations of important freedom books, such as *The Bitcoin Standard* and *The Sovereign Individual*, to more people.

Freedom books are the whole operation. We don't accept any other projects. If you have a book about iPhone repairs or sexy vampires, we won't be able to help you.

Bitcoin, sovereignty, economics, libertarian values, cypherpunk mentality, homesteading, self-improvement, medical freedom, alternative media, and family values. That's us. We even publish fiction — as long as it champions freedom.

All this means you're not explaining your thesis to an editor who needs it dumbed down. We know what works in the space and what doesn't. You're working with people who share your values and want to help your ideas fly.

Our clients speak for themselves: Lyn Alden. Anil Patel. Jimmy Song. Vijay Boyapati. Lawrence Lepard. Nik Bhatia. Pierre Noizat. Those names are the standard we hold every book to.

1.7 How it works

You keep everything. 100% ownership. 100% royalties. Forever. Vanity presses charge €15,000+ and often still take a cut. We start at €5,000, all-inclusive, and will not touch your royalties.

Most books go from manuscript to market in under three months.

We take a limited number of authors so each book gets the full treatment. If your book is boring or isn't a good fit, we won't work together. The goal is to get the best ideas into more hands. Every book we take on, we take on because we want it to exist in the world — same as you.

The best time to get in touch is when your manuscript is 2–3 months away from being finished.

If you're a freedom-minded creator sitting on a book's worth of ideas, the question is which path gets it to market — and how you can best harness the benefits of becoming an author.

Apply to publish →

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