

PREPARED EXCLUSIVELY FOR MICHAEL J. KADAIR JR.

The *12-Month* Expert Business Launch

A complete roadmap from manuscript to \$20,000 per month — the right elements, in the right sequence, executed at the right level of professionalism. Built for an Author, Speaker, and Mentor career grounded in thirty years of earned experience.

PREPARED BY
Integral Publishing

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Strategic Plan · Not a Proposal

*Sales is valuable. **REAL** is rare.*

02 EXECUTIVE SUMMARY

The Bottom Line Up Front

You have spent more than thirty years mastering the thing the market is now desperately searching for. The timing of this book, this message, and this career pivot is not accidental — it is optimal.

The book is done. The foundation is real. The question now is what to build on top of it — in what sequence, at what pace, and with what resources — so that 12 months from today the expert business you are building has replaced your current income.

This plan describes what needs to happen — the nine workstreams, the sequence, the tools, the milestones, and the investment reality. It is a strategic roadmap, not a service proposal.

One audience. One outcome. Many doors.

12	9	\$20k	4
Months to income replacement	Workstreams to build in sequence	Monthly salary target · Month 13	Phases · one per quarter

03 VISION

What You Are Building and Why

“It’s not about the income. It’s about the outcome of the people I influence.”

— A philosophy passed down, now being passed forward

1 Legacy Over Income Your father’s guiding principle — it is not about the income, it is about the outcome — is the north star. Three sons are watching. When this is built correctly, the income follows the impact.	2 Scaled Impact Thirty years leaving people better than you found them — one conversation at a time. This plan extends that radius to people you will never meet, in cities you will never visit.	3 Identity Evolution Not a career change — a career evolution. From sales professional who mentors, to recognized expert, author, speaker, and mentor. At 58, with this IP and credibility, age is an advantage.
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The income target: \$20,000 per month taken as salary by month 13 — fully replacing current income and making the transition from active financial-services sales to expert business permanent.

“I feel like this is where everything has led me to this point.”

— Mike Kadair Jr.

04 STRATEGIC FRAMEWORK

The Expert Business Model

One audience. One outcome. Many doors.

Primary ICP

Relationship-based sales professionals in high-emotional-impact, high-financial-stakes fields — mortgage, real estate, financial planning, life insurance, legal. Feeling pressure from AI disruption. Skeptical of gimmicky training. Looking for a philosophy they can believe in.

The Constellation of Offers

TIER	PRICE	PRODUCTS & OFFERS
Free Content & Lead Magnets	Free	YouTube · LinkedIn · Free chapter · Leader’s Guide
Book Funnel Bundle	\$5–\$50	Digital book · Audiobook · Video walkthrough
Digital Products	\$47–\$297	AI Book Agent · Coach App · Mini course
High-Ticket Programs	\$1k–\$10k	Workshops · Corporate training · Group cohort
Premium Engagements	\$10k–\$50k+	Keynote + training · 1:1 mentoring · Advisory

Every price point is a door. The goal is to have as many doors as possible — all leading to the same place.

The Self-Liquidating Funnel — How Advertising Pays for Itself

PHASE 2 · TEST \$2k/mo <i>3 months buying data, not volume</i>	PHASE 3 · MONTH 1 1× ROAS <i>Break even — front-end covers ad spend</i>	PHASE 3 · MO 5–6 2× ROAS <i>Front-end profitable. Every buyer is found money.</i>	PHASE 4 Scale <i>\$5k–\$10k/mo ads → \$10k–\$20k gross monthly</i>
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Ad spend is the fuel. The funnel and strategy are the engine. Both are required — and ad budget is separate from any service or engagement investment.

Three Paths to Execution

DIY <i>24–36 months · Lowest capital</i> Highest time cost. Risk of wrong sequence wasting effort. Best for content creation, coaching delivery, speaking content.	Done With You <i>18–24 months · Moderate capital</i> Expert guides strategy, you or a VA execute. Faster learning curve. Good for content systems, funnel messaging, offer design.	Done For You <i>12 months · Highest velocity</i> Professional execution throughout. Lowest time cost. The right elements in the right sequence at the right level of quality.
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05 THE NINE WORKSTREAMS

What Has to Be Built

Each workstream stands alone — and compounds with the others.

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Book Publishing & Amazon Launch

The credibility anchor for everything else in this plan.

Finalizing the manuscript for publication, professional cover design, typesetting to Amazon KDP print specs, series naming architecture, keyword and category research, listing description, and paperback published under the author’s own KDP account. The Kindle is held for the formal Phase 2 launch campaign.

Key Decisions Before Launch • Final subtitle — language the ICP actually uses • Series naming locked before cover finalized: REAL Sells, REAL Sells for Leaders, REAL Prospecting • 3 Amazon categories chosen for discoverability and bestseller mechanics • Kindle pricing: \$0.99 for 48–72hr launch, then \$9.99–\$14.99 • Citation resolution — 4+ placeholder citations sourced or removed • One-sentence primary-reader statement locked	Tools & Platforms • Amazon KDP — primary publishing • Publisher Rocket — keyword & category research • IngramSpark — optional expanded distribution • Adobe InDesign — professional interior typesetting
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PHASE 1 · WEEK 4 Paperback live on Amazon with professional cover, typeset interior, optimized listing, correct categories. Kindle held for Phase 2 launch.

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Marketing Strategy, ICP & Offer Design

The foundation every other workstream depends on.

Before traffic is purchased, before funnels are built — the ICP must be airtight, the offers must be grade A, and the messaging must be calibrated to the language, pain, and aspiration of the ideal buyer. An A-grade offer with B-grade positioning fails. A C-grade offer breaks the funnel economics entirely.

Primary ICP — The REAL Sells Reader - Relationship-based sales pros in high-emotional-impact fields - Mortgage, real estate, financial planning, life insurance, legal - Feeling pressure from AI disruption - Age 28–55, quota-carrying, competitive, experienced	Secondary ICP — The Corporate Buyer - Sales leaders, VPs, Chief Revenue Officers - Responsible for team performance in AI-disrupted market - Cuts the check for keynotes, workshops, programs - Reached through LinkedIn content and speaking pipeline
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PHASE 1 · BEFORE ANY PAID TRAFFIC Documented ICP profile, complete offer matrix with names and prices at every tier, messaging framework complete. This document governs every other workstream decision.

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Web Presence & Speaker Brand

The hub every podcast, post, and ad drives toward. If it's weak, everything leaks.

The REAL Sells brand home. A professional website that positions Mike as a speaker, author, and mentor first — with the book as primary credibility anchor, not the main product. A living platform that captures leads and gives corporate training buyers and conference bookers everything they need to say yes.

What Good Looks Like - Above fold: who he is, who he serves, one CTA - Speaking reel visible within two clicks - One-sheets downloadable for bureaus - Mobile-optimized, loads under 2 seconds - Meta Pixel + LinkedIn Tag collecting from day one	Tools & Platforms - Lovable or Webflow — website build - ConvertKit or Go High Level — email capture - Calendly — speaking inquiry booking - Meta Pixel + LinkedIn Insight Tag
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PHASE 1 · BEFORE BOOK LAUNCH Website live with speaker positioning, email opt-in active, speaking inquiry form functional, retargeting pixels installed before the first ad dollar is spent.

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Book Funnel & SLO Architecture

When built correctly, front-end sales cover ad spend. Back-end becomes pure profit.

The Self-Liquidating Offer model. A six-step funnel from free chapter opt-in through strategy call, with three order bumps in between. Target cart average \$35–\$55 per buyer. Back-end ascension to speaking, workshop, or coaching drives the real profit.

Funnel Steps	ROAS Targets by Phase
- Free Chapter Opt-In · \$0 - Digital Book · \$4.95–\$7 - Audiobook Bump · +\$9–\$14 - Video Walkthrough · +\$19–\$27 - AI Book Agent · +\$47 - Strategy Call · \$97–\$197	- Phase 2 Start — \$2k/mo test, 3 months - Phase 3 Month 1 — 1X ROAS, break even - Phase 3 Mo 5–6 — 2X ROAS, front-end profitable - Phase 4 Scale — 2–3X ROAS, \$5k–\$10k/mo ads

PHASE 2 · MONTH 4 Funnel live with paid traffic at \$2k/month. All order bumps active. Phase 3 target: 1X ROAS by month 7, 2X ROAS by months 8–9.

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Traffic Strategy: Organic & Paid

Two parallel tracks. Organic builds authority that compounds. Paid builds volume from day one.

LinkedIn is the primary organic platform — 4,300 existing connections, 3–4 AI-assisted posts per week from the book. YouTube one video per week for long-game authority. Podcast guesting for the fastest warm audience. Facebook/Meta as the funnel traffic engine. LinkedIn Ads for the corporate buyer pipeline.

Organic Channels	Ad Spend by Phase
- LinkedIn — 3–4 posts/week, AI-assisted via Pressmaster - YouTube — 1 video/week, 8–15 min, repurposed via Opus Clip - Podcast guesting — 30 appearances in 12 months - Weekly email newsletter to opt-in list	- Phase 2 — \$2,000/mo × 3 months = \$6,000 test - Phase 3 — \$2k–\$3k/mo while optimizing to 1X then 2X ROAS - Phase 4 — Scale to \$5,000–\$10,000/mo at 2–3X ROAS

PHASE 1 → PHASE 2 Organic content cadence live in Phase 1 with Pixel data collecting. Paid campaigns launched in Phase 2 at \$2k/month. Podcast pitch kit ready before outreach begins.

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Content Development & IP Monetization

The book is the IP. This workstream turns it into every form the market can consume.

The REAL Thought and REAL Action sections at the close of every chapter already ARE the mini course curriculum. Twelve chapters = twelve modules. The IP is written. This workstream is primarily packaging and presentation, not creation from scratch.

Ongoing Publishing • LinkedIn — 3–4/week from book IP • YouTube — 1/week scripted from chapter content • Weekly email newsletter • Short-form clips via Opus Clip	Speaker & Outreach Assets • Leader’s Guide — free PDF lead magnet for sales managers • Speaking one-sheet per keynote (3 total) • Podcast pitch kit: bio, topics, headshots • Corporate training proposal template • Speaking reel: 2–3 min professional edit
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PHASE 1 Content calendar built and 8 weeks banked before organic channels launch. Podcast pitch kit complete. Speaker one-sheets drafted. Leader’s Guide written and designed.

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AI Tools & Digital Products

The differentiator. No other sales book author currently offers this.

The REAL Sells brand argues for human connection in the AI era. The AI tools demonstrate that argument. “I’m not anti-AI. I’m pro-human. Here’s how I use AI to help you become more human in your selling.” That is a talking point that books keynotes.

Three Tools, In Order • REAL Sells AI Book Agent — \$47 order bump · Phase 2 build • Personal Sales Coach App — \$197–\$297 or bundled · Phase 3 build • Sales Manager Companion — free magnet or low-cost · Phase 4 build	Build Stack • Anthropic API (Claude) — AI engine • Lovable — web app development • Bolt — mobile wrapper • Replit — rapid prototyping
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PHASE 2 · MONTH 5 AI Book Agent live and integrated into the book funnel as an order bump. The differentiator that gets mentioned in every podcast interview and speaking intro.

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Speaking Career Development

The centerpiece of the vision. Highest visibility, credibility, and income tier.

Three flagship talks: The Synthetic Era (the AI-disruption keynote that books itself right now), REAL Sells for corporate sales teams, and Build the Person, Build the Numbers for sales leadership. The speaking reel is priority #1 — without it, booking conversations stall regardless of pitch quality.

Three Flagship Talks

- The Synthetic Era — sales conferences, financial services events
- REAL Sells — corporate sales teams + workshop follow-up
- Build the Person, Build the Numbers — VPs of Sales, CROs
- 50% of professional speaking is now virtual — expands Year 1 volume

Booking Timeline

- Months 1–3 — 10–15 free/low-fee gigs for reel footage
- Months 4–6 — reel produced; direct outreach to program chairs
- Month 7 — first paid engagement (\$2,500–\$5,000)
- Months 9–12 — first corporate training (\$8,000–\$15,000); bureau outreach

ACROSS PHASES 2–4 Phase 2: reel produced, speaker page live. Phase 3: first paid engagement and first corporate training inquiry converted. Phase 4: speaker bureau relationship initiated.

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Coaching, Mentoring & High-Ticket Programs

Where the light-bulb moment lives. The highest-margin, highest-meaning tier.

Three formats stacked together. 1:1 mentoring (5–7 clients max at \$12k–\$20k/yr). Group cohorts (12–16 participants, 6–8 weeks, \$497–\$997). Corporate advisory (\$2.5k–\$10k/mo, sourced through speaking). When Mike is on Zoom with a client, the REAL Sells principles are being modeled, not just taught.

Format Economics

- 1:1 Mentoring — \$12k–\$20k/yr · max 5–7 clients
- Group Cohort — \$497–\$997 × 12–16 seats = \$6k–\$16k/cohort
- Corporate Advisory — \$2.5k–\$10k/mo · TCV \$30k–\$120k/yr

Tools & Delivery

- Zoom — all coaching and group delivery
- Kajabi or Teachable — course and group hosting
- Go High Level — CRM, follow-up, pipeline
- Calendly — session scheduling

PHASE 3 → PHASE 4 Phase 3: first group cohort launched and sold, first 1:1 client enrolled. Phase 4: corporate advisory pipeline active with 2–3 proposals outstanding.

06 12-MONTH ROADMAP

Four Phases. One Destination.

The right things in the right sequence — from manuscript to income replacement.

PHASE 01 Foundation Days 1–90 · Q1 › Manuscript finalized: citations, audience, REAL acronym › Paperback published on Amazon KDP (Week 4) › Website live — speaker positioning, pixels installed › ICP documented, offer matrix complete › Leader’s Guide written and designed › Content calendar built — 8 weeks banked › LinkedIn cadence live (3–4 posts/week) › Podcast pitch kit complete › Book funnel architecture designed	PHASE 02 Launch Days 91–180 · Q2 › ERC campaign — Early Reader Copies › Kindle launched — Amazon bestseller campaign › Book funnel live — all order bumps active › Paid ads launched at \$2,000/month › First 10 podcast appearances › YouTube channel — first 8 videos › AI Book Agent built and launched › Speaking reel produced › First speaking proposals submitted	PHASE 03 Scale Days 181–270 · Q3 › Funnel hits 1X ROAS in month 1 › Funnel hits 2X ROAS by month 5–6 › First paid speaking engagement › First group coaching cohort sold › Mini course live on hosted platform › First 1:1 coaching client enrolled › Corporate training in distribution › Email list at 1,000+ opt-ins › Personal Sales Coach App in development	PHASE 04 Expand Days 271–365 · Q4 › Ads scaled to \$5k–\$10k/mo at 2–3X ROAS › Funnel generating \$10k–\$20k gross monthly › Speaking pipeline: consistent inquiries › Group coaching cohort 2 open › Personal Sales Coach App launched › Corporate training: 2–3 proposals outstanding › YouTube 24+ videos › Speaker bureau submission › \$20k/month income target achieved
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07 DELIVERY TIMELINE

Workstream Delivery by Quarter

When each workstream launches, scales, and delivers its key milestone.

WORKSTREAM	Q1 · Days 1–90	Q2 · Days 91–180	Q3 · Days 181–270	Q4 · Days 271–365
Book Publishing & Amazon	BUILD + PUBLISH	KINDLE LAUNCH	ONGOING SALES	BOOK 2 PLAN
Marketing Strategy & ICP	ICP + OFFERS	REFINE	ONGOING	ONGOING
Web Presence & Speaker Brand	BUILD + LIVE	OPTIMIZE	ONGOING	ONGOING
Book Funnel & SLO	DESIGN + BUILD	LIVE · \$2K/MO	1X → 2X ROAS	SCALE \$5–10K/MO
Traffic · Organic & Paid	ORGANIC STARTS	PAID LAUNCHES	OPTIMIZE	SCALE PAID
Content & IP Development	BANK 8 WEEKS	PUBLISH + REPURPOSE	ONGOING	ONGOING
AI Tools & Digital Products	AGENT BUILD	AGENT LIVE	COACH APP BUILD	APPS LIVE + SCALE
Speaking Career Development	ONE-SHEETS + PITCH	REEL + FIRST TALKS	FIRST PAID GIG	BUREAU + SCALE
Coaching & Programs	DESIGN PROGRAMS	1:1 CLIENT #1	GROUP COHORT 1	COHORT 2 + CORP

08 TECHNOLOGY STACK

Tools & Platforms

The technology ecosystem the REAL Sells business will operate on.

Publishing • Amazon KDP • IngramSpark • Publisher Rocket • Adobe InDesign	Website & Funnel • Lovable • BookFunnels 2.0 • Go High Level • Webflow • Stripe
Email & CRM • Go High Level • ConvertKit • Calendly • ActiveCampaign	Video Production • Descript • Opus Clip • BombBomb • DJI Osmo
AI Tools & App Dev • Anthropic API (Claude) • Lovable • Bolt • Replit	Social & Content • Pressmaster • Buffer / Metricool • Canva • YouTube Studio
Advertising • Meta Ads Manager • LinkedIn Campaign Mgr • Meta Pixel • LinkedIn Insight Tag	Courses & Programs • Kajabi • Teachable • Zoom • SpeakerHub

09 EXECUTION ECONOMICS

Three Paths to the Same Destination

How time, expertise, and risk trade off across DIY, Done-With-You, and Done-For-You.

WORKSTREAM	DIY REALITY	DWY APPROACH	DFY PRIORITY
Book Publishing	3–4 mo learning. Cover & typeset risk.	Editorial + design execution	HIGH
Marketing Strategy	Judgment cannot be delegated.	Expert co-develops; author validates	MEDIUM
Web Presence	Messaging risk if DIY.	Strategy + copy guided; build executed	HIGH
Book Funnel	6 elements all grade A. One C breaks math.	Expert architecture + guided build	CRITICAL
Traffic	Paid ads require expertise.	Strategy guided; execution supported	HIGH
Content	High volume required consistently.	Templates + editorial oversight	MEDIUM
AI Tools	API integration is technical.	Architecture designed; build supported	HIGH
Speaking	Reel benefits from expertise.	Strategy + pitch kit + booking	MEDIUM
Coaching Programs	Curriculum is in the book already.	Structure + pricing + launch support	LOW

The Revenue Goal · \$20,000/Month by Month 13

\$20k+ Speaking · Year 14+ engagements avg \$5k	\$15k+ Corporate Training1–2 at \$8k–\$15k each	\$12k+ Funnel RevenuePhase 4 at 2X ROAS	\$12k+ Coaching Programs1:1 + group cohort
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Combined year-one potential with professional execution — positioning month 13 as the point of full income replacement at the \$20,000/month run rate.	\$59k–\$80k+
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10 THE PATH FORWARD

From Plan to Motion

The foundation is real. Thirty years of earned experience. A manuscript with genuine writing quality. A thesis perfectly timed for the moment we are in. A vision grounded in something deeper than income.

What this plan adds is sequence, infrastructure, and execution discipline — the right elements, in the right order, at the right level of professionalism. That is the difference between two years of trial and error and twelve months of compounding momentum.

1 Read & Digest Move through the plan end to end. Let the full picture settle before you react to any one piece.	2 Talk With the AI Open Ask AI and pressure-test the plan. Ask questions, challenge assumptions, get clarity on what each workstream really means for you.	3 Choose Your Blend Decide the optimum mix of DIY, DWY, and DFY across the nine workstreams. Brett can help you map it to your time, capital, and skill.
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When’s the best time to plant a tree?
Twenty years ago.
When’s the next best time?
Right now.

MICHAEL J. KADAIR JR.