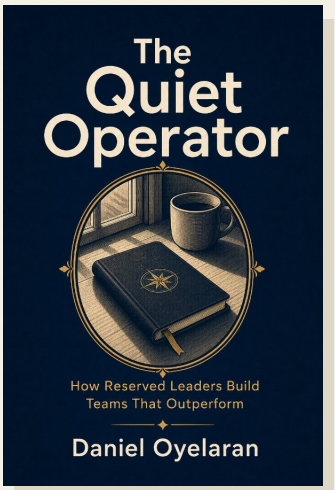
BOOK LAUNCH BRIEF

The Quiet Operator

How Reserved Leaders Build Teams That Outperform

By Daniel Oyelaran



Generated October 20, 2026 · 14 of 14 steps complete · booklaunchready.com

1. Book Profile

TITLE
The Quiet Operator

SUBTITLE
How Reserved Leaders Build Teams That Outperform

AUTHOR
Daniel Oyelaran

GENRE
Business & Money > Management & Leadership

TARGET READER
Mid-career managers and founders aged 30 to 55 who are reserved by nature and do not see themselves in loud leadership books.

TRIM SIZE
6 × 9 in

SEED KEYWORDS
leadership for introverts

2. Comparable Titles

- Quiet: The Power of Introverts in a World That Can't Stop Talking — BSR #3,923 in Books · 35,845 reviews · $7.79
- The Power of Positive Leadership, Revised & Updated: The 9 Essential Principles and Practices to Be a Great Leader (Jon Gordon) — BSR #24,324 in Books · 35 reviews · $12.48
- The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone — BSR #48,950 in Audible Books & Originals · 726 reviews · $21.25
- The Introvert’s Edge to Networking: Work the Room. Leverage Social Media. Develop Powerful Connections — BSR #56,664 in Audible Books & Originals · 464 reviews · $12.95

- Lead with Quiet Confidence: A Practical Guide to Success for Introverts — BSR #80,350 in Books · 25 reviews · $29.82
- The Introvert Advantage: How Quiet People Can Thrive in an Extrovert World — BSR #128,817 in Books · 1,597 reviews · $10.50
- The Introvert's Guide to Leadership Success: How to Embrace Your Introverted Nature, Lead with Ease, and Succeed in Today's Fast-Paced Business World Without Pretending to Be Someone You're Not — BSR #132,269 in Audible Books & Originals · 60 reviews · $12.95
- The Introverted Leader, 3rd Edition: Building on Your Quiet Strength — BSR #153,173 in Books · 252 reviews · $10.50
- The Introvert's World: How Introverted Leaders Can Build Quiet Confidence, Influence, and Purpose — BSR #156,588 in Books · 0 reviews · $14.99
- Taking the Work Out of Networking: An Introvert's Guide to Making Connections That Count — BSR #223,114 in Audible Books & Originals · 194 reviews · $17.72

3. Category Strategy

- 1. Books › Business & Money › Management & Leadership › Leadership
- 2. Books › Business & Money › Management & Leadership › Management
- 3. Kindle Store › Kindle eBooks › Business & Money › Management & Leadership › Leadership

4. KDP Keywords (7 slots)

- Slot 1: leadership for introverts
- Slot 2: quiet leadership book
- Slot 3: management skills for new managers
- Slot 4: introvert manager guide
- Slot 5: how to run better meetings
- Slot 6: giving feedback at work
- Slot 7: team building for leaders

5. Back-Cover Blurb

Tired of meetings where the loudest voice gets the promotion while your best ideas go ignored?

Most leadership books are written for people who love the spotlight. They tell you to speak up, take up space and project confidence. If you are reserved by nature, that advice can feel like being asked to become someone else.

The Quiet Operator is a practical guide for managers and founders who lead without being loud. It shows how to run meetings that make room for thinking, give feedback that lands without drama, build trust one conversation at a time, and make clear decisions without performing certainty you do not feel.

You will learn how to:

• Prepare for meetings in a way that plays to your strengths
• Give honest feedback calmly and clearly
• Build a team that does not depend on you being the loudest person in the room
• Protect your energy so you can lead well over the long haul

Written in a calm, evidence-led voice, The Quiet Operator is for anyone who has ever been told to be more visible, and suspected there was a better way.

1,051 characters (KDP allows 4,000)

6. Cover and A+ Design: Designer Brief

Everything a cover designer needs. The chosen cover concept is on the first page and the chosen A+ set follows this section; use them as direction, then build final files at the sizes below.

Print and ebook specifications

TRIM SIZE
6 × 9 in

PAGE COUNT
240

PAPERBACK SPINE WIDTH
0.54 in on white paper, 0.6 in on cream paper (240 pages)

FULL PAPERBACK COVER WITH BLEED
12.79 in × 9.25 in (white paper) or 12.85 in × 9.25 in (cream paper)

SPINE TEXT
Allowed (more than 79 pages)

BLEED AND SAFE ZONE
0.125 in bleed on the top, bottom and outside edges; keep all cover text at least 0.125 in inside the trim, and spine text inside the spine safe area

CHECK BEFORE FINAL
Confirm with KDP's cover calculator and template (kdp.amazon.com/cover-calculator) once the final page count is known

EBOOK COVER
1600 × 2560 px (1:1.6), RGB JPG

Creative direction

Concept
A quiet, authoritative business-leadership cover that communicates control without noise. The cover should feel like a confident executive who doesn’t shout: composed, premium, and deliberately minimal. Use scale, negative space, and one restrained geometric or typographic mark to convey the power of reserve and steady influence. The title must read as the central idea — clear, bold, and immediately legible from a thumbnail.

Mood
• Composed and serious: no whimsy, no sarcasm.
• Premium and restrained: suggests high competence and lasting value rather than trendiness.
• Quiet confidence: the design should feel deliberate and controlled, not flashy.
• Warm professionalism: approachable for reserved leaders but still authoritative for founders and mid-career managers.

Palette
• Primary: Ink navy (deep, near-black navy; not purple).
• Background: Warm off-white (a creamy, slightly warm paper tone, not bright white).
• Accent: One restrained accent only — choose either a muted copper/bronze or a soft desaturated teal. Use this accent sparingly for a small mark or subtitle treatment; do not use multiple accents.

Suggested color values (for art direction reference):
• Ink navy: hex #0B2336 (or very near)
• Warm off-white: hex #F6F2EC
• Accent copper: hex #9A5A3D OR accent teal: hex #4B8F8A

Imagery
• Minimal, mostly typographic. If any graphic element is used, it should be a single geometric mark that functions as a logo/metaphor: e.g., a simple rotated square, a vertical bar offset from a column, a small cluster of precisely aligned dots, or a thin, interrupted line suggesting quiet motion.
• The mark must be geometric, constructed, and intentionally placed within a strict grid. It should feel architectural rather than decorative.
• Option to omit imagery entirely and rely exclusively on typographic treatment and scale.
• No photographic imagery. Absolutely no stock photos of people, handshakes, boardrooms, skylines, or illustrative vignettes.
• If a texture is used, it should be subtle: a very fine paper grain or a micro-lined engraving look in the background only, in warm off-white and never interfering with legibility.

Typography
• Primary type: Large, confident sans-serif. Characteristics: high x-height, low contrast, geometric or humanist with strong stroke weight. Examples for direction (do not mandate licensing): fonts in the family of Neue Haas Grotesk, Graphik, Söhne, or GT America.
• Title treatment: oversized, dominant, left- or center-aligned, tight leading (negative to 0–10% of cap height), set in all-caps or sentence case depending on optical balance. Kerning should be adjusted for tight, composed grouping.
• Subtitle: smaller but clearly readable at thumbnail size, tied into the strict grid and aligned to the title. Use the accent color for a small portion of the subtitle only if it improves hierarchy, otherwise keep it navy.
• Author name: modest but visible; secondary to title and subtitle. Consider small caps or a light/regular cut of the primary sans.
• Grid: enforce a strict typographic grid with consistent margins and vertical rhythm. Use generous negative space around title to convey quiet authority.
• Hierarchy: Title > Subtitle > Author. Ensure the title is the moment of visual emphasis.

Must-include
• Title: The Quiet Operator — must be dominant on the front cover.
• Subtitle: How Reserved Leaders Build Teams That Outperform — clearly readable on front cover and spine.
• Author: Daniel Oyelaran — present on front and back according to hierarchy.
• Publisher imprint or logo if provided (place discreetly on spine/back).
• Spine must include title, author, and publisher mark arranged to read naturally on a book shelf.
• Back cover: short author bio blurb area, barcode area, and 3–4 short endorsement/blurbs lines (typographic blocks only). Keep layout clean, consistent with the front grid.

Avoid
• Stock photographs of people, handshakes, boardrooms, skylines, or executive lifestyle imagery.
• Busy illustrations, patterns, or multiple graphic motifs.
• Bright, saturating colors or metallic effects that read as flash. Avoid gold foil unless used sparingly and tested for warmth; do not use multiple metallics.
• Decorative script or display type that diminishes clarity.
• Complex metaphoric imagery (e.g., mountains + roads + compasses). Keep metaphor minimal and geometric.
• Cluttered layouts or excessive copy on the front cover.

Print specifications
• Trim size: 6 × 9 in
• Approximate page count: 240
• Non-fiction: maintain a design appropriate for business and leadership categories.

Paper and finish guidance:
• Cover stock: recommend 10–12 pt coated or heavy uncoated with a tactile finish. Consider a soft-touch laminate for a premium, quiet feel.
• Ink: solid rich navy for typography; test contrast against warm off-white to ensure legibility.
• Spot finishing: if used, restrict to a single subtle application (spot gloss or a minimal foil treatment on the primary geometric mark only). Test foil color to ensure it reads warm and restrained — avoid shiny yellow gold.

Spine calculations:
• Use the exact page count above to calculate spine width with chosen paper stock and binding method. Designer must provide final spine mock with actual measurement once paper stock is confirmed.

Deliverables
• Ebook cover: single-image front-only at 1600 × 2560 px, RGB, JPEG and PNG. Provide one flat version and one version with the accent desaturated for testing.
• Paperback: full wrap PDF (cover with front, spine, back) at print-ready 300 dpi, CMYK, with printer bleed and crop marks. Include separate layered PSD or AI file with fonts outlined and vector elements

retained. Ensure spine text and alignment use the exact trim size and page count given above.
• A+ thumbnails: three 600 × 800 px variants for retailer A+ content showing:
• Full cover crop,
• Tight title-only crop for bold thumbnail legibility,
• Title + small geometric mark option.
• Assets and notes:
• A short style sheet (PDF) listing color swatches in both HEX and CMYK, font names and weights used, grid specifications, and placement rules for title/subtitle/author.
• Mockups: front cover at 2× actual size for high-res review and a small flat for social media preview.
• Files must include editable source files (AI or PSD), outlined/vector logo/mark, and flattened PDFs for printing.

Style guide

MOOD / TONE
Composed, premium, serious

COLOR PALETTE
Ink navy and warm off-white, one restrained accent

TYPOGRAPHY
Large confident sans-serif, tight leading, strict grid

IMAGERY
Minimal: a single geometric mark or none at all

MUST INCLUDE
The title dominant on the cover

AVOID
Stock photographs of people, handshakes, boardrooms, skylines

Exact text for the cover

TITLE
The Quiet Operator

SUBTITLE / SERIES LINE
How Reserved Leaders Build Teams That Outperform

AUTHOR NAME (SPELL EXACTLY)
Daniel Oyelaran

HOOK (BACK COVER, FIRST LINE)
Tired of meetings where the loudest voice gets the promotion while your best ideas go ignored?

TAGLINE
Leadership that favors quiet strength.

BACK COVER COPY
Section 5 of this brief (fit it on the back cover with the author bio and barcode area).

A+ Content: sizes and approved text

AMAZON SIZES

Standard image-with-text modules: 970 × 600 px. Banner strips: 970 × 300 px (keep all text inside the middle band). Premium hero: 1464 × 600 px. Save as JPG or PNG, under 2 MB each, RGB.

HERO BANNER

Lead Powerfully, Quietly

Practical strategies for reserved managers to lead confidently, calmly, and effectively.

IS THIS BOOK FOR YOU

Is this book for you?

- You get overlooked in noisy meetings
- You dislike performative confidence yet must lead
- You want durable routines that protect your energy

WHAT'S INSIDE

What's inside

- Prepare meetings that make room for thinking and better ideas
- Give honest feedback calmly and clearly without drama
- Build a team independent of one loud personality
- Protect your energy with habits for long-term leadership

AUTHOR INTRO

About the author

Daniel Oyelaran wrote The Quiet Operator for reserved managers and founders who don't see themselves in loud leadership books. The book sets out practical ways to run meetings, give feedback, build trust and protect your energy, so you can lead well without pretending to be someone else.

TAGLINE BANNER

Leadership that favors quiet strength.

The Quiet Operator

References

BESTSELLING COMPARABLE TITLES (THE SHELF THIS COVER MUST FIT)

Quiet: The Power of Introverts in a World That Can't Stop Talking

The Power of Positive Leadership, Revised & Updated: The 9 Essential Principles and Practices to Be a Great Leader (Jon Gordon)

The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone

The Introvert’s Edge to Networking: Work the Room. Leverage Social Media. Develop Powerful Connections

Lead with Quiet Confidence: A Practical Guide to Success for Introverts

Deliverables

- [ ] Ebook cover, 1600 × 2560 px, RGB JPG
- [ ] Paperback full cover (back, spine, front) as a print-ready PDF at the size above, 300 dpi, with 0.125 in bleed
- [ ] Five A+ Content modules at the Amazon sizes above
- [ ] Thumbnail check: title readable at 200 × 300 px

A+ Content

The A+ Content set chosen in Step 6, in the order Amazon shows the modules.

HERO BANNER



IS THIS BOOK FOR YOU



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WHAT'S INSIDE



What's inside

1. Prepare meetings that make room for thinking and better ideas
2. Give honest feedback calmly and clearly without drama
3. Build a team independent of one loud personality
4. Protect your energy with habits for long-term leadership

AUTHOR INTRO



TAGLINE BANNER



7. ISBN & Publishing Details

COUNTRY
United States

ISBN STRATEGY
Use KDP's free ISBN

PAPERBACK ISBN
KDP free ISBN (assigned at upload)

BISAC CODES
BUS071000
BUS041000

AUDIENCE
General adult readers

EDITION
1st Edition

LANGUAGE
English

8. Pricing

EBOOK PRICE
$9.99

PAPERBACK PRICE
$14.99

9. KDP Account Setup

KDP ACCOUNT EMAIL
daniel.oyelaran@example.com

COUNTRY OF TAX RESIDENCE
United States

TAX FORM
W-9

PAYMENT METHOD
Direct deposit (EFT)

PAYMENT CURRENCY
USD

MARKETPLACES
US, UK, DE, FR, ES, IT, NL, JP, BR, MX, IN, AU, CA

- [x] Tax interview completed
- [x] TIN / SSN / EIN provided
- [x] Two-factor authentication enabled

- [x] Author Central profile claimed

10. Manuscript

FORMAT
Ebook and paperback

FILE TYPE
DOCX

TRIM SIZE
6 × 9 in

PAGE COUNT
240

WORD COUNT
55,000

- [x] Table of contents
- [x] Copyright page
- [x] Title page
- [x] Page numbers (paperback only)
- [x] Review request at the end
- [x] Manuscript edited
- [x] Proofread and spell-checked
- [ ] Developmental edit completed
- [x] Copyedit completed
- [x] Beta reader feedback incorporated

11. Listing Target

PLATFORM
Amazon KDP

LISTING REVIEWED
October 13, 2026

12. Launch Plan

LAUNCH DATE
January 12, 2027

REVIEWS TARGET (FIRST 30 DAYS)
10

BEST SELLERS RANK TARGET
#10,000

SALES TARGET (FIRST WEEK)
100

CHANNELS
Email list, Twitter/X, Goodreads, Author newsletter swap

ARC LIST / NOTES
ARC team: 40 managers from the author's leadership newsletter and two founder communities, sent via BookFunnel on 29 December.
Review ask: post on Amazon and Goodreads on launch day, 12 January.
Podcast outreach: five management podcasts booked for January and February.

13. Amazon Ads Starter

TOTAL DAILY BUDGET
$5.00

DEFAULT BID
$0.35

CAMPAIGNS
- Auto — discovery — bid $0.35 · budget $5.00 a day · draft
- Manual KW — broad — bid $0.35 · budget $5.00 a day · draft
- Manual ASIN — comparable-title targets — bid $0.55 · budget $5.00 a day · draft

KEYWORDS TO TARGET
- 1. leadership for introverts
- 2. quiet leadership book
- 3. management skills for new managers
- 4. introvert manager guide
- 5. how to run better meetings
- 6. giving feedback at work
- 7. team building for leaders

ASIN TARGETS
0307352153, 1394362110, B074XKXNQZ, B0868SYN9C, B0GXCFLMNT, 0761123695, B0DFZR315L, B0DHWS7K35, B0HGTDZCKM, B07GDVGGF1, 1734221143, B0FBKQNC5J, 1737000717, B0GJLSCXNB, B0CHDDMVDF, B0D2P261VV, B0HC8K1SY2, B0FG4518HW, B0GYJB4F47, B08832RV1P