

# GREATER THAN — Book Proposal

**Subtitle:** Simple Equations for Sharper Decisions

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**Format:** Short, design-forward nonfiction (giftable), 25 chapters, ~35–45k words

**Hook:** Binary mental models (“ $X > Y$ ”) that cut noise and sharpen decisions in seconds.

## Overview

In a world of infinite choices and shrinking attention, *Greater Than* distills collective, practical wisdom into simple equations readers can deploy instantly. Each spread delivers: the equation, why it matters, when the opposite wins (**Antithesis**), a real-world story, and a fast decision filter.

## Audience

- Professionals and teams seeking a shared decision language
- Students and early-career builders
- Busy parents and leaders who want clarity fast

Comparable books: *The Dip* (Godin), *Atomic Habits* (Clear), *The Daily Stoic* (Holiday)—but more binary, more shareable, more immediately actionable.

## Unique Angle

- **Binary clarity:** Readers can choose the left side 90% of the time.
- **Nuance built-in:** Antithesis sections show when the right side wins.
- **Collective wisdom:** True stories (personal, professional, business) anchor memory.
- **Portable:** Works as a desk reference, team playbook, and gift book.

## Structure (Sample)

- **You > You (Master Equation)**
- **Consistency > Intensity**
- **Focus > Hustle**
- **Systems > Goals**
- **Long Term > Short Term**
- (Total of 25 “greater than” equations across 4 parts)

## Read-In-One-Sitting Promise

Short chapters (2–4 pages), crisp hierarchy, whitespace, quotable summaries.

## Design Concept

Minimalist cover with bold “>”. Badge: **YOU > YOU**. Inside: large equation left page; right page carries Antithesis, Story, Filters, Practice, Traps, Team Application, and a one-sentence

summary pull-quote.

## Platform & Launch (Snapshot)

- Social series: daily “>” cards + 30-day email/SMS companion.
- Workshops: “Greater Than Decisions” for teams.
- Early readers & blurbs; podcast tour aligned to launch week.
- Giveaway: tear-out **Greater Than Cheat Sheet**.

## Competitive Advantage

The “binary equation” lens creates instant recall and a shared language teams adopt quickly. It moves beyond motivation into **operable** models.

## Manuscript Status

Full draft complete in Markdown (print-ready packaging included). PDF and EPUB deliverables available now.

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