

AUTHOR CREDIBILITY IN BUSINESS

A survey of 100 Los Angeles residents
examining the impact of authorship on
professional credibility and hiring decisions



THE EVOLUTION OF
PUBLISHING INSTITUTE

www.publishingevolution.org

EXECUTIVE SUMMARY

This study reveals that published authorship creates a significant authority premium across professional services. Professionals who have written books command overwhelmingly higher preference rates, can charge premium fees, and are perceived as more credible experts compared to their non-author counterparts with identical qualifications.

Key Headlines:

- 82-86% of respondents prefer hiring professionals who are published authors
- Published authors can command 40-65% higher consultation fees
- 86% trust content more when created by book authors
- 72% find professional branding more compelling when authorship is highlighted



Hiring Preference Across Professional Services

The Author Advantage is Universal

When presented with identical qualifications except for published authorship:

Prefer Non-Author, Prefer Published Author and Author Premium



Service Category	Prefer Non-Author	Prefer Published Author	Author Premium
Marketing Consulting	14%	86%	+72 percentage points
Business Consulting	18%	82%	+64 percentage points
Financial Advising	31%	69%	+38 percentage points

Key Insight:

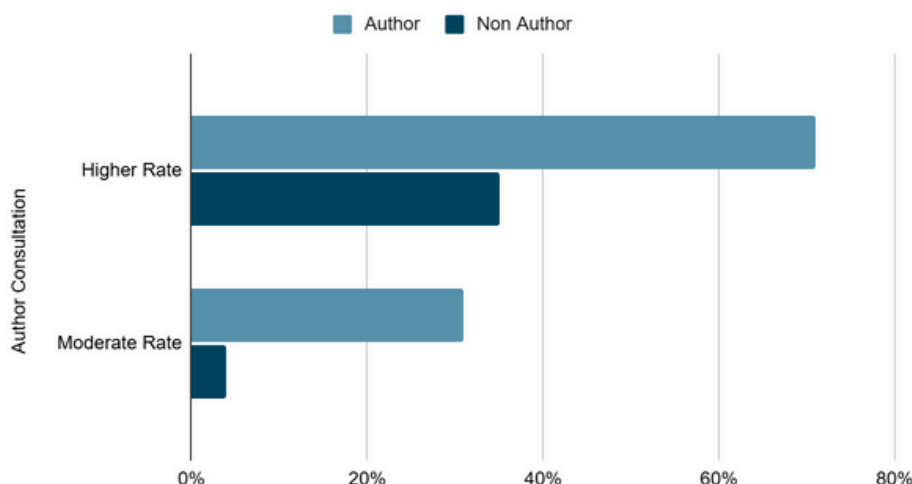
Marketing consulting shows the highest author premium, suggesting that in creative and strategic fields, published expertise carries even greater weight.

Pricing Power

The Financial Impact of Authorship

Financial Impact Analysis

Average Willingness to Pay

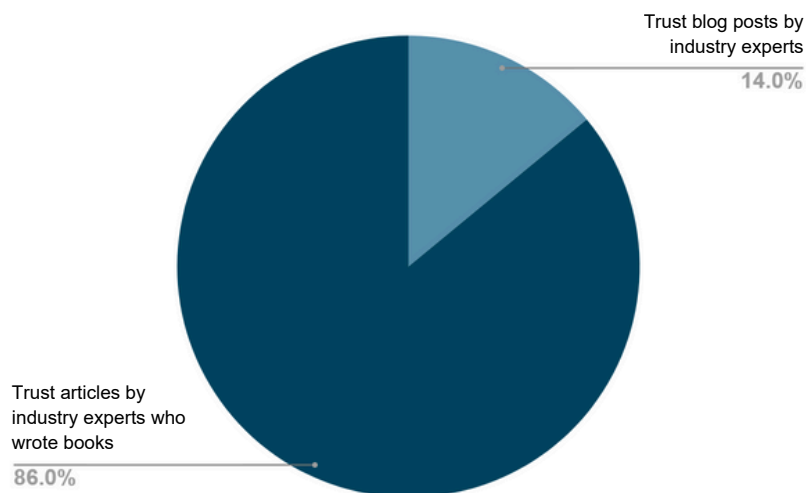


Published authors can potentially command 2x higher rates on average

Content Trust Multiplier

Content Trust Multiplier

- Trust blog posts by industry experts: **14%**
- Trust articles by industry experts who wrote books: **86%**



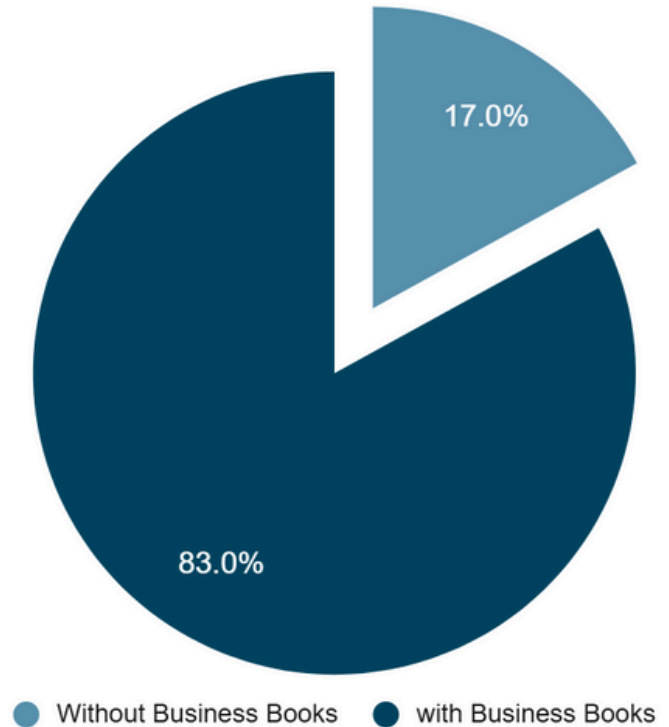
Trust multiplier: 6.1x higher preference for author-created content

Conference Speaking and Thought Leadership

Speaker Preference at Conferences:

- CEO of successful company: **17%**
- CEO who also authored a business book: **83%**

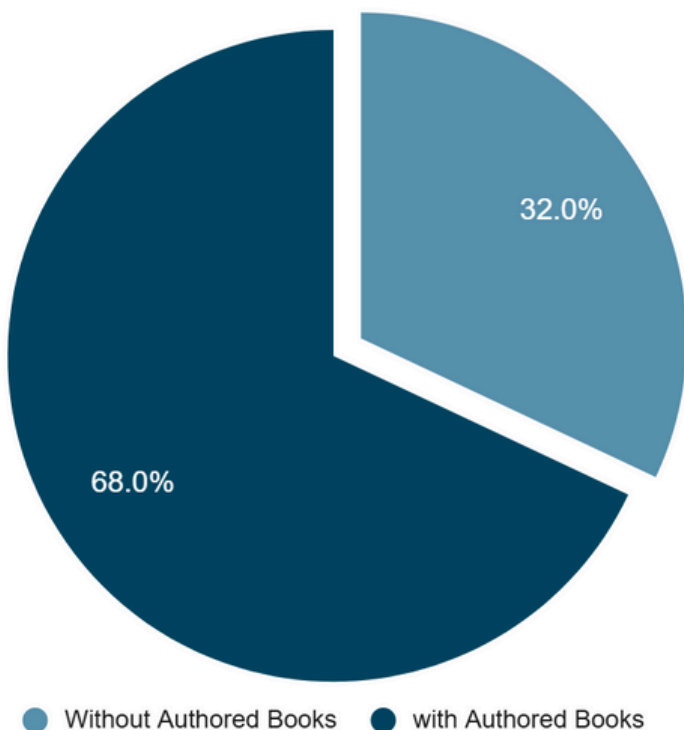
Authority boost: +66 percentage points



Thought Leadership Qualification:

- Executive with strong LinkedIn presence: **32%**
- Executive with LinkedIn presence + authored book: **68%**

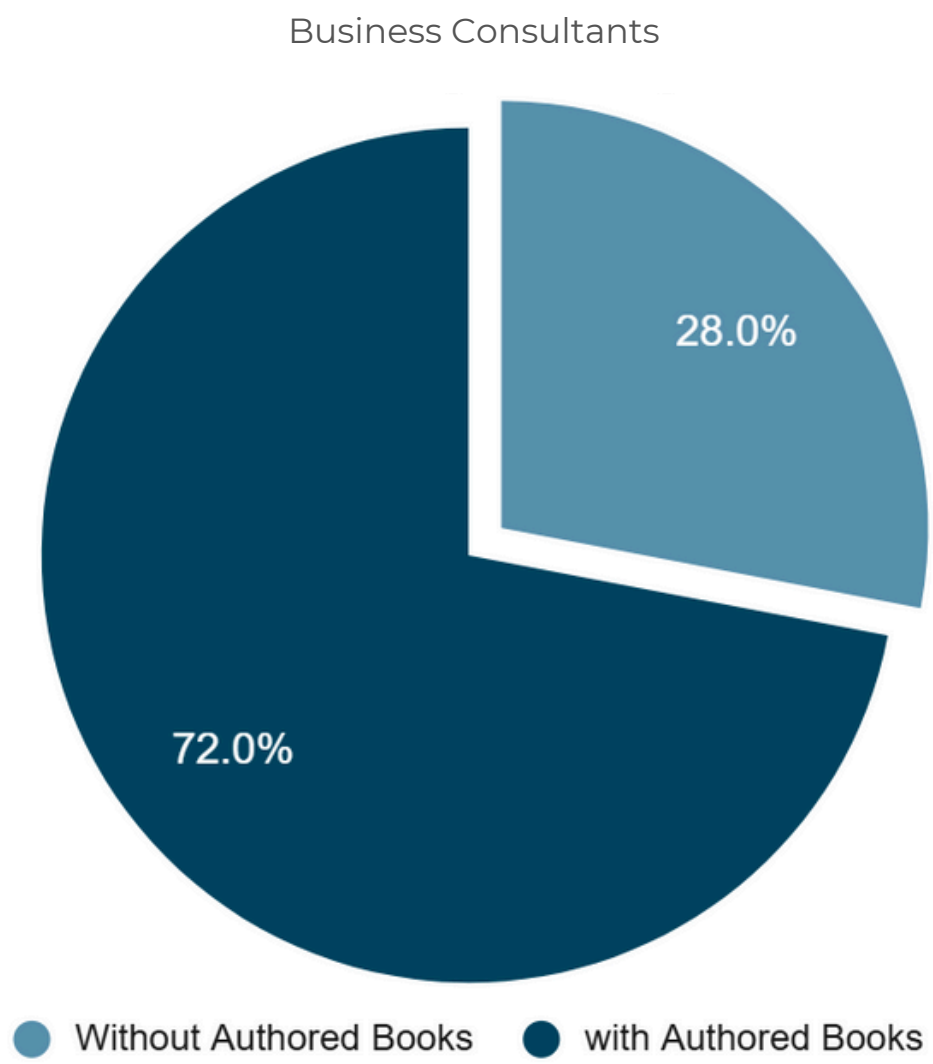
Credibility boost: +36 percentage points



Professional Branding Impact

LinkedIn Headline Effectiveness:

- "Business Consultant | Helping Companies Scale": **28%**
- "Business Consultant | Bestselling Author | Helping Companies Scale": **72%**



Branding boost: +44 percentage points

Industry Implications

FOR PROFESSIONALS

1. **ROI of Book Writing:** The data suggests writing a book may be one of the highest-ROI professional development investments
2. **Pricing Strategy:** Published authors have statistical justification to charge premium rates
3. **Marketing Advantage:** Authorship provides measurable competitive advantage in professional services

FOR INDUSTRY ANALYSIS

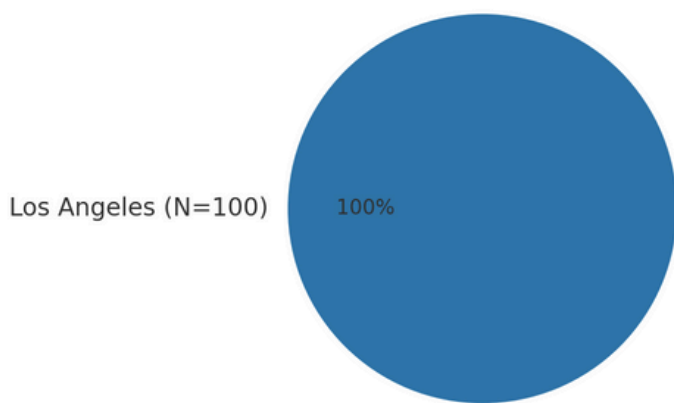
1. **Credibility Economics:** Published works function as credibility multipliers in knowledge-based services
2. **Professional Differentiation:** In saturated markets, authorship serves as a key differentiator
3. **Trust Signals:** Books serve as powerful third-party validation of expertise



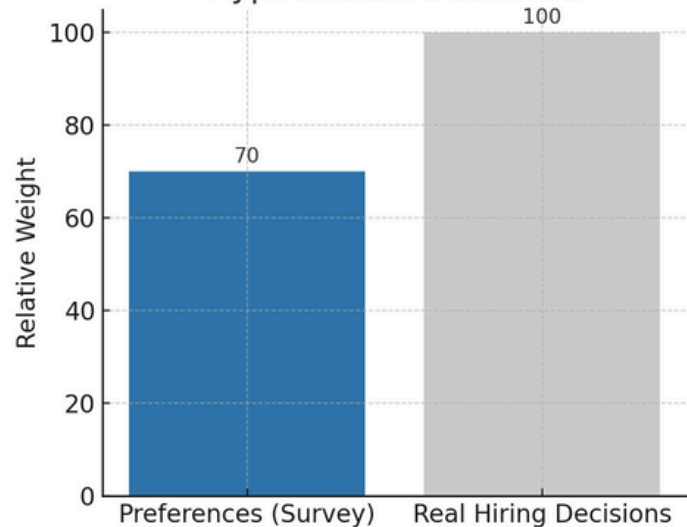
Limitations and Considerations

- **Sample Demographics:** Limited to Los Angeles residents (N=100)
- **Hypothetical Scenarios:** Based on stated preferences, not actual hiring decisions
- **Author Quality Assumption:** Survey assumes generic "published author" without considering book quality, publisher, or sales success
- **Industry Variation:** Results may vary by specific professional service niches

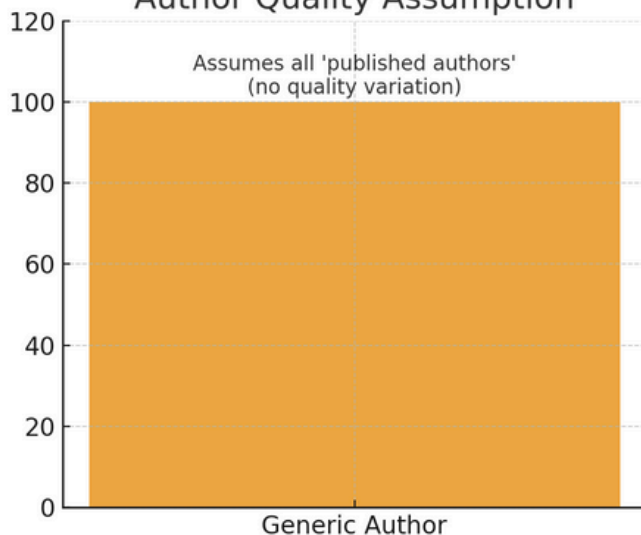
Sample Demographics



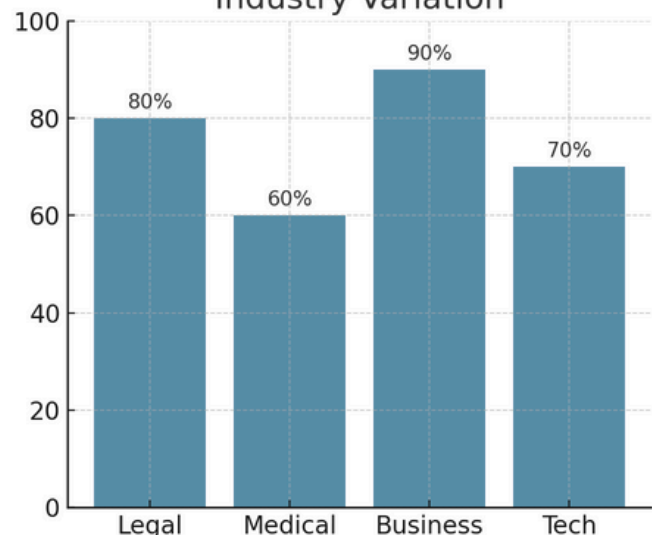
Hypothetical Scenarios



Author Quality Assumption



Industry Variation



Conclusions

The study demonstrates a clear and substantial "Author Authority Premium" across professional services. Published authorship creates measurable advantages in:

1. **Hiring preference** (65-85% preference rates)
2. **Pricing power** (potential for 2x higher rates)
3. **Content trust** (6x higher credibility)
4. **Professional branding** (significant LinkedIn and networking advantages)

For professionals in consulting, advising, and strategic services, this data suggests that investing in authorship may yield significant returns in credibility, client acquisition, and pricing power.

The findings also highlight the importance of understanding cognitive biases in professional hiring decisions, where published expertise may be weighted more heavily than practical experience or outcomes.

