

MIND THE GAP

Amazon Description — Planning Document

Working notes — not final copy. To inform back cover, Amazon, KDP, marketing surfaces.

Part 1 — Strategic Input

Three passes — who reads it, why, what they take away. The Amazon description in Part 2 flows from this.

Who is going to read it

1. The mid-career professional already using AI daily and uneasy about it

The product manager whose team writes its specs in Claude. The lawyer drafting in ChatGPT. The consultant whose juniors now generate slide decks in seconds. They use it. It works. Something about it is wrong and they cannot name what. They are forty-five or fifty-two. They have read one or two AI books and put them down. They feel something none of those books named.

2. Therapists, coaches, and clinicians watching AI enter their domain

Therapy chatbots are now a category. Coaching platforms are AI-augmented. Their professional bodies are debating it. They want a voice that comes from inside the room, not from outside it. The fact that the author has spent thirty years in rooms is, for this reader, the credential that matters.

3. The reader carrying a personal gap

Lost a parent. Survived something. Sat with grief that did not resolve in five tidy stages. The book's title catches them. The cover meets them. They open Ch 10 and find the cancer passage. They are not looking for an AI book. They find a book about being a person, with AI as the lens that made it writeable.

4. Senior leaders being told to “do something about AI”

The C-suite executive whose board has demanded an AI strategy. The HR director whose people are anxious about replacement. The CFO who has just seen the Uber line in Ch 4. They need a book that does not insult their intelligence and does not promise transformation. They need the gap framing. They do not yet know they need it.

5. The curious early adopter who buys every AI book

Smallest segment by depth, largest by visibility. They will buy it because the cover is good and the title is sharper than the competition. They will recommend it because of Ch 4. They are not the target reader. They are the multiplier.

Who will NOT buy it

- The pure technologist. Wants depth on transformer architecture, scaling laws, training methods. Will find Ch 4 too plain. Will not understand why the rest of the book is there.
- The pure self-help reader. Wants a programme, exercises, transformation in thirty days. Will find the book asks rather than answers. Will not finish.

This is good. A book that tries to land both becomes neither.

Why they will read it

1. They have noticed something they cannot name, and the title names it

Mind the Gap. Three words. A familiar warning given a second meaning. They see it and recognise it before they have opened the book. The recognition is the purchase trigger. They are not buying a thesis; they are buying a vocabulary for something already happening inside them.

2. The authority is unusual

Most AI books are written by technologists explaining technology, journalists explaining technologists, or futurists predicting technology. This book is written by a man who has sat in rooms with people for thirty years, survived cancer at fifty-fifty odds, lost two fathers, trained as a psychotherapist, and watched AI from inside a coaching practice. That stack does not exist anywhere else. The reader who needs the gap framing will trust a voice that comes from those rooms in a way they would not trust one that came from a podium.

3. It does not promise transformation. It does not promise extinction

The hype book says everything changes. The doom book says we should be afraid. The both-sides book says it depends. This book says: something specific to a human will keep mattering, and here is what it is, and here is how to keep practising it. That is a fourth

position. It is the position the tired reader has been looking for without knowing it had a shape.

Honest weakness

What this book is not is what it is being measured against:

- Not a corporate strategy book
- Not a productivity book
- Not a hopeful manifesto
- Not a fearful warning

In a bookshop, it sits between sections. That is a strength and a sales risk. The cover, the title, the back copy have to do work the genre conventions usually do for you.

What they will take away

1. Vocabulary

The reader leaves with words they did not have before. The gap. Mind it. What was I really asking. Beware and aware of it. Additional Intelligence. They use these words in their own sentences in the days after closing the book. That is the book working. Vocabulary that lets them name what they had only sensed.

2. A distinction that does not unlearn

Two hundred million years vs less than a century. Federation vs single inference. Beliefs as memories vs weights as configurations. They stop being able to use the word behaviour of the AI and the human as if it meant the same thing. The collapse the culture is currently making — treating intelligent and thinking and understanding and feeling as continuous between human and machine — they can no longer make as easily. They notice it in other people first. Then in themselves.

3. A discipline, not a programme

Not five steps. Not seven habits. A single discipline: when the fluent answer arrives, pause, and ask what you were really asking. That discipline is portable. It works in the therapy room. It works in the boardroom. It works at the ticket booth. They carry it across their day. Some readers carry it for the rest of their lives.

4. Permission

This is the quietest takeaway and the most important one. Permission to be unsettled by what is arriving without being told they are wrong to be unsettled. Permission to feel grief that does not resolve. Permission to notice the gap between the answer and the question without being told they are being slow. Permission to be a federated, slice-laden, sub-personality-driven, two-hundred-million-year-old human in a world that increasingly mistakes them for a faster version of the machine they are talking to.

The takeaway the book does NOT produce

A reader looking for: a clear next career move, a five-step AI implementation plan, a prediction of what 2030 looks like, an answer to whether AI is good or bad — does not get it. The book respects the reader enough to leave those questions where they belong, which is in the reader.

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Part 2 — Amazon Description Outline

Structure to build the Amazon description against. Targets the reader from Part 1, delivers what they came for, leaves room for Paul's voice. Word counts approximate.

Amazon copy principles

- Amazon allows ~4,000 characters (roughly 600–700 words). Use ~400–500 for primary copy, hold the rest for endorsements / about author / formatting space.
- First two lines are what shows before “Read More” on mobile. These have to do the work alone.
- Short paragraphs. Bold sparingly. White space matters on Amazon's rendering.
- Name the reader to themselves before promising anything.
- No hype words. No “game-changing,” “groundbreaking,” “must-read.” Paul's voice survives in the absence of those.

Six-block structure

Block 1 — The hook (above the Read More fold)

Two lines. Names the reader. Lands the recognition before they have to click.

Working text to adapt:

You use AI every day. Something about it is wrong and you cannot quite name what.

This book names it.

- Why this works: direct address (you), recognition (something wrong you cannot name), promise (names it). Three lines that earn the click. Plain. No hype.
- Alternative openings worth testing: “AI is fluent. You are not sure what is missing. This book is about what is missing.” — same shape, different rhythm. Paul to choose.

Block 2 — The thesis in one paragraph

Three or four sentences. The book’s argument, stripped to its bones. No examples yet.

Working content to compress into prose:

- The system is fluent. Fluency is not understanding.
- Between the answer the AI gives and the question you actually came with, there is a gap.
- The gap is yours. The discipline of minding it is yours.
- This book is about that gap, what creates it, and why it matters more, not less, as the technology gets better.
- Length target: 60–80 words.
- Should contain the title phrase ‘mind the gap’ once, naturally.

Block 3 — The author’s authority, briefly

Three or four sentences. Establish the unusual stack without listing credentials like a CV. Lived experience over titles.

Working content:

- Thirty years in rooms with people — boardrooms, factory floors, therapy rooms
- Cancer survivor (2017, fifty-fifty odds)
- Trained psychotherapist and executive coach
- Has watched AI arrive from inside a clinical practice
- Length target: 50–70 words.
- Mention cancer only if it can be done without melodrama. “After surviving cancer in 2017” works; “as a cancer survivor” does not.
- Avoid: “renowned,” “expert,” “thought leader.”

Block 4 — What you will take away

Four short lines. The four takeaways from Part 1. Bullet or stacked, depending on visual rhythm.

Suggested phrasing (Paul's voice, can be tightened):

This book gives you:

- Vocabulary for what you have been sensing but could not name
- A distinction between human behaviour and AI behaviour that does not unlearn
- A discipline for asking what you actually came to find
- Permission to be a person in a world that is increasingly mistaking you for a machine
- The fourth line is the most important. Hold it. It is the one that converts the wavering reader.
- If word budget tight, drop line 2 first.

Block 5 — Who this is for / not for

Optional. Use only if the description has room. Names the right reader explicitly and the wrong reader politely. Self-selecting filter.

Working text:

This book is for you if you have noticed that the AI answer was technically correct and somehow still missed what you were asking. It is for therapists, coaches, leaders, and any reader who has carried a personal gap and not yet seen it written down.

It is not a corporate AI strategy. It is not a productivity manual. It is not a prediction of what 2030 looks like.

- Some authors avoid the “not for” move. Argument for keeping it: it earns trust by being honest about scope, and the wrong readers walk away saving everyone disappointment.

Block 6 — The closing line

One line. A pull-quote from the book that makes the reader want to read it. Used as the description's last sentence.

Candidates from the locked canonical lines:

- “The AI conversation will give you, every time, what you asked for. You, every time, have to know what you actually came to find.”

- “That is the gap. Mind it.”
- “All the GPUs in the world will not change that.”
- “What was I really asking?”
- Recommendation: the second — “That is the gap. Mind it.” Title echo. Door closing. The reader buys.

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Part 3 — Assembly Draft (one possible version)

Not final. A starting point Paul can rebuild in his own voice. ~430 words.

You use AI every day. Something about it is wrong and you cannot quite name what.

This book names it.

The system is fluent. Fluency is not understanding. Between the answer the AI gives and the question you actually came with, there is a gap. The gap is yours. The discipline of minding it is yours. This book is about that gap — what creates it, why it matters, and why it matters more, not less, as the technology gets better.

Paul Roebuck spent thirty years in rooms with people — on factory floors, in boardrooms, and in the therapy room. He survived cancer in 2017 at fifty-fifty odds. He trained as a psychotherapist and executive coach. He has watched AI arrive from inside a clinical practice. Mind the Gap is the book that came out of that vantage point.

You will leave it carrying four things:

- Vocabulary for what you have been sensing but could not name
- A distinction between human behaviour and AI behaviour that does not unlearn
- A discipline for asking what you actually came to find
- Permission to be a person in a world that is increasingly mistaking you for a machine

This book is for you if you have noticed that the AI answer was technically correct and somehow still missed what you were asking. It is for therapists, coaches, leaders, and any reader who has carried a personal gap and not yet seen it written down.

It is not a corporate AI strategy. It is not a productivity manual. It is not a prediction of what 2030 looks like. It is something else — a book about what makes you human, in an age that has built a thing fluent enough to make the question urgent.

“The AI conversation will give you, every time, what you asked for. You, every time, have to know what you actually came to find.”

That is the gap. Mind it.

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Notes for Paul

- Word count of assembly draft: approximately 430. Amazon allows ~600–700. Room remains for endorsements, author bio block (separate field), or expansion of any section.
- The first two lines (the hook) need to survive truncation on mobile. Tested above by reading them in isolation.
- “Additional Intelligence” — your coined term — is held back deliberately. The book reveals it; the description does not pre-empt it.
- “Fifty-fifty odds” — used because it carries the cancer authority cleanly. If you prefer to omit the cancer reference from the Amazon page entirely and hold it for the book itself, the author block tightens to: “Paul Roebuck has spent thirty years in rooms with people — on factory floors, in boardrooms, and in the therapy room. He is a psychotherapist and executive coach who has watched AI arrive from inside a clinical practice.”
- Title echo in the close (“That is the gap. Mind it.”) is the strongest single move available. Worth protecting whichever version you build.
- What is NOT in this draft yet: endorsements (held until you have them), category positioning (e.g. “For readers of...” — Paul to choose comparable titles), specific chapter teasers (kept out deliberately; the description is about the reader, not the table of contents).